

the loop.

Keeping you in it

March 2024

BUSINESS FEATURE

The young entrepreneur behind LaserTech

Spend Trend Report

Pukekohe Consumer Insights from 2023

Give it a Whirl

Soul Tree Yoga & Reiki

Nau mai, haere mai Welcome to Pukekohe

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WE ADVOCATE
FOR, SUPPORT, &
PROMOTE LOCAL
BUSINESSES

What's in store for 2024?

Here at the Pukekohe Business Association we're excited to bring an array of initiatives and events to you in 2024.

We've begun delivering our new strategic plan to empower local businesses by providing resources, networking opportunities, advocacy, and support, ultimately contributing to a vibrant and prosperous Pukekohe.

Some of the events you can anticipate include:

- **Business and Beers** - Our monthly catch up first Wednesday of every month
- **Many workshops** - Starting with our Small Business Series in partnership with Campbell Tyson
- **Mentorship Programme**- get teamed up with a local business to help mentor you!
- **Chef's Table**- Showcasing our local producers and hospitality businesses
- **School Holidays in the Square** - Our free family events every April and October
- **Gold Friday** - The fundraising initiative
- **Christmas on the Green** - The festivities will return in December for a third year
- **And heaps more promotions and competitions to be involved in**

For more information about the PBA or The Loop advertising opportunities, please contact us on 09 910 0137 or email, info@pukekohe.org.nz

CHAIRPERSON'S REPORT

I have a weird confession



Maybe you made the same mistake. I used to croak along to David Bowie and sing - 'turn and face the strange ch ch changes'!

He wasn't singing about strange changes. He was singing 'Ch Ch Changes, turn and face the STRAIN'.

This is some good advice.

Change is coming to our little country town. We have as much hope of stopping the change as we do of stopping the wind. What we can do, is turn to face the strain. We can engage, we can educate ourselves, we can investigate alternatives, we can provide

feedback to those involved in decision making and mobilise if we need to.

Tension within a community between changing and staying the same is a common phenomenon and can stem from various factors.

1. Tradition vs. Innovation. Some community members may value tradition and the preservation of cultural or social norms, while others may advocate for innovation and adaptation to changing times.
2. Identity and Belonging. Those who are deeply rooted in the community's history and traditions may fear that it will erode their cultural heritage or sense of belonging, leading to resistance against change.
3. Economic Concerns. For example, development projects or shifts in industries may bring economic growth but could also disrupt established ways of life or lead to instability or displacement for some community members.
4. Generational Differences. Different generations within a community may have divergent perspectives on change. Younger generations may be more open to innovation and progress, while older generations may be more

inclined to preserve traditional values and practices.

5. Political and Social Dynamics. Power dynamics, competing interests, and ideological differences may exacerbate tensions and shape how change is perceived and enacted. Sometimes we focus more on who is for or against an idea, rather than the idea itself.

Do any on this list resonate with you?

Navigating this tension requires open communication, collaboration, and a willingness to find inclusive solutions that honour both the community's heritage and its aspirations for the future.

I have always found the Franklin Local Board and Council Organisations willing and open to dialogue and discussion. It is a shame that when forums or opportunities happen, they are seldom well attended.

As we recognise and work through our sometimes diverse perspectives, it can actually help foster the cohesion and resilience we need as a community to face the ch ch changes that are coming.

For my 2 cents, I agree with David - its well worth our effort to turn and face the strain

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Disclaimer: Whilst every effort has been made to provide valuable, useful information in this publication, the Business Association accepts no responsibility or any form of liability from reliance upon or use of its contents. Any suggestions should be considered carefully within your own particular circumstances, as they are intended as general information only.

— News From The PBA

This month we provide updates on our latest events, local roadworks, and minimum wage rises, and we release our 2023 Spend Trend Report and announce our Easter Competition.

EVENTS

KAI FRANKLIN CHEF'S TABLE

In collaboration with The Kitchen Project, Franklin Local Board and Eke Panuku Development Auckland, we are bringing a special dining experience to Pukekohe on Monday 8 April. It will feature a four-course dinner from local chefs Eugene Hamilton, Holly Jansen, Veronica McDougall and Mark Woodward, in partnership with local growers and producers.

TRADIE'S BREAKFAST

At the end of February, we hosted a free breakfast with guest speaker Keven Mealamu for our members at the end of February. Thank you to TrailLite for letting us host at your site and for all those that attended. We hope to host this again to connect with more of our local trade and manufacturing businesses.

FRANKLIN GETS FIT

We've teamed up with BodyBlast to bring together 13 businesses who have been participating in a step challenge over the last few weeks.



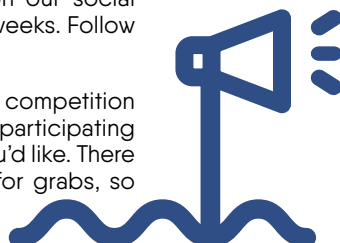
WIN

EASTER COMPETITION

We've teamed up with local businesses to give away lots of great prizes in a Mega Easter Colouring Competition!

We will launch the giveaway on our social media (@pukekoheba) in a few weeks. Follow us to stay up to date.

You will be able to enter in to the competition at ANY OR ALL of the participating businesses, as many times as you'd like. There are some AMAZING prizes up for grabs, so it's one you don't want to miss!



ROADWORKS

Roundabout Upgrades

The new pedestrian crossings at the Massey - Wesley - Edinburgh intersection and Tobin - Stadium - Edinburgh intersection are now complete.

Traffic Lights

On the 4 March, Traffic lights will begin to be installed at the East Street- Stadium Drive junction. This will be followed by traffic lights at the King Street - Manukau Road roundabout.

BUSINESS NEWS

SPEND TREND 2023

We just released our local consumer spending data for 2023. The Spend Trend report tracks EFTPOS and Credit Card transactions to depict local market activity.

You can see a summary on page 14 or view the full report pukekohe.org.nz/members/spend-trend/

LIST YOUR JOB OR EVENT

Did you know we offer free job and event listings on our website? These are some of our most visited pages. So if you're wanting to let locals know about a job vacancy or event in Pukekohe, email courtney@pukekohe.org.nz

MINIMUM WAGE UPDATE

From 1 April 2024, the minimum wage rate will increase from \$22.70 to \$23.15 an hour. The training wage will also go up from \$18.16 to \$18.52 an hour.

Find out how to prepare on page 12.

What's On

Local events in March - April

REPAIR CAFÉ

WHEN: Saturday 2 March & 6 April
11 AM - 2 PM

WHERE: Pukekohe Old Borough
Building

SMART FACTORY SHOWCASE

WHEN: Wed, 6 March
9AM - 12:30PM

WHERE: Franklin Club

PUKEKOHE MARKET

WHEN: Sat 9 March (Rain date 16th)
9AM - 1PM

WHERE: Pukekohe Town Square,
King Street

PAINT N SIP (ALL AGES)

WHEN: Sun 10 & 17 March
10:30AM - 12:30PM

WHERE: Your Local Coffee Roasters,
173 Manukau Road

WOMEN IN CONSTRUCTION INAUGURAL MEETING

WHEN: Wednesday 13 March
5:30 PM - 7:30 PM

WHERE: 1 Queen Street

RSVP: rowena.massey@placemakers
co.nz

THE LITTLE GREEN EXPO

WHEN: Sat 16 March, 10AM - 3PM
WHERE: 43 Queen Street

FRANKLIN MULTICULTURAL FESTIVAL

WHEN: Sat 16 March, 1PM
WHERE: PIA Event Centre

PUKEKOHE PARK RACEDAY

WHEN: Wednesday 20 March, 2PM
WHERE: Pukekohe Park

FRANKLIN CAREERS EXPO

WHEN: Thursday 21 March, 5:30PM
WHERE: PIA Event Centre

KAI FRANKLIN CHEF'S TABLE

WHEN: Monday 8 April

WHERE: 1 Roulston Street

BUSINESS EVENTS

Come along to network with other
businesses and have a drink on us!

Thank you to the Franklin Club for
kindly hosting us in February.

Business and Beers

WHEN: Wednesday 6 March
5:30 PM

WHERE: Appetite, 1 Massey Ave

RSVP: courtney@pukekohe.org.nz

Scaling Up Workshop

NEW MEMBERS

WELCOME TO THE
PUKEKOHE BUSINESS
ASSOCIATION



FRANKLIN TREES

Arboriculture and Horticulture
Specialists.

2/80 Adams Drive, Pukekohe
0800 272 624
franklintrees.co.nz

VIP FRAMES & TRUSSES AUCKLAND

Family operated manufacturing facility.
91 Adams Drive, Pukekohe
09 838 3444
vipframesandtrusses.co.nz





BUSINESS FEATURE

The young entrepreneur behind Lasertech

This month, we talk to Luke Irvine, the 22-year-old serial entrepreneur that owns lasercutting solutions company, Lasertech.

Luke Irvine has owned three successful manufacturing businesses, completed a mechanics apprenticeship, and is now operating his lucrative laser cutting services from 27a Crosbie Road.

While completing his apprenticeship during COVID lockdowns, Luke began manufacturing and selling his own products. He then purchased a trailer manufacturing company and built WOF-ready trailers on weekends.

In these businesses, he quickly learnt about the laser cutting industry and saw its demand.

At 20 years old, Luke purchased a three-kilowatt fiber laser cutting machine and squeezed it into a warehouse in Pukekohe.

This machinery has an in-house cutting capacity of 3000mm x 15000mm sheets of materials including mild steel, stainless steel, aluminum, titanium, and high tensile steel.

With the use of CNC Pressbrake Machinery, Lasertech also offers a three-metre folding capacity.

This has allowed Luke to serve a huge range of customers across New Zealand from engineering firms with building contracts, automotive shops for parts like flanges, and retail consumers looking for decorations like trees of life.

Some of the building materials Lasertech makes include construction plates for restaurants like BurgerKing and McDonalds.

Being a one-man band, Luke begins his day at 5-6am most mornings, prepping files for cutting. If a sales rep comes in or more tasks pop up, he often ends up working till midnight.

The long hours Luke puts in are usual for someone in the early

stages of a business – especially when fulfilling a promise of fast-turnarounds.

Fast turnarounds are important for Lasertech clients

Luke knows many businesses in the construction sector often face long wait times for materials while on-site and wants to be a reliable solution to that problem – even dropping off parts after hours and on the weekend.

To manage his workload, Luke also outsources as much as he can and occasionally hires contractors but has listened to the advice of other business owners to not expand too soon.

When he eventually considers expanding Lasertech, he plans to stay in Pukekohe.

He wants to stay with the local contacts and businesses that have helped Luke get to where he is today and he is seeing great development around his side of Manukau Road.

Contact Luke at Lasertech to find out if laser cutting is right for your next project.

Interview with Luke Irvine From Lasertech Ltd



HOW LONG HAS LASERTECH BEEN OPERATING?

I purchased the lasercutter and began operating from our warehouse in November 2022.

WHAT SERVICES DO YOU PROVIDE?

Lasertech offers state of the art laser cutting, folding, laser welding, MIG welding, and can turn your ideas into a cut-ready design for you.

WHAT LED YOU TO THIS BUSINESS?

I was over my last trade and wanted to do something for myself. Having sold metal products during lockdown, I knew about lasercutting and the demand for it.

WHAT PROJECTS HAVE YOU FOUND INTERESTING?

I enjoy decorative screens that finish buildings and am currently looking to do one for Pukekohe High School.

Lasertech
27a Crosbie Road
022 317 7022
lasertech.nz



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BENEFITS

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Rankings with our
Innovative A.I. Assisted
SEO Services.

**Purr-fectly managed right
here in Pukekohe.**

Starting at:

\$369
per/month



Curious? Scan:



RAZOR

Learn more, meow at us on:  09 280 4401

— Give it a whirl

With Soul Tree Yoga & Reiki

While a lot of us head to the top of King Street to enjoy the great eateries, grab a coffee or do some shopping, we stopped by for some energy healing.

Above the Conveyancing Shop, in the building situated at 1 Seddon Street, is Soul Tree Yoga & Reiki studio.

Owner-operator, Sirpa Gunn converted this space from what used to be her office and meeting room into a wellness studio in August 2018.

Knowing the stresses of a high-pressure job, she sought to provide an offering to help people – whether it be relaxation or deeper healing – and she found that in yoga teaching. She completed her first Hatha yoga teaching course in 2015, later opening Soul Tree yoga studio.

As we walked up the stairs of her building, we had a friendly greeting from Sirpa who invited us into her practice.

None of us at Pukekohe Business Association had any experience with Reiki before and had no clue what we had gotten ourselves into.

We took off our shoes and entered the studio. Each of us sat on a comfortable green cushion on the floor, alongside Sirpa and two other Reiki Masters that she had taught.

She taught us a bit about Reiki and how she found the Japanese practice helpful for some of her existing yoga clients that were recovering from severe illness or injury.

She wanted to offer a natural healing option for people at every stage of recovery. She started offering Reiki healing for people in too much pain to practice yoga.

However, the demand for Reiki in the area has continued to grow and she has trained 150 others to also be Master Practitioners.

This is now a core offering in her business, and we thought we'd give it a whirl.

Sirpa informed us that anyone can learn and use Reiki. It is an energetic healing technique developed by Mikau Usua in Japan and translates to 'universal energy'. The practitioner acts as the conduit in the flow of that energy to help the body reach a state where it can heal itself physically, emotionally, and spiritually.

Each of us then lay down on a bed, while peaceful music played, and the room was sprayed with locally produced aromas that relax the mind and body. We were told that



it is common to experience feelings of heat or cold, vibration or tingling, as well as seeing colours or flashes of light.

Then each of the practitioners simply placed their hands on or above our body, at various places, and made movement patterns to assist the energy to flow in certain directions.

At various intervals, Sirpa placed sound bowls around our bodies and tapped them in a slow rhythm that sent vibrations through the whole body. This is because sound vibrates water, including the water we hold within our body.

She also flipped a traditional rain stick which rattled and added to the atmospheric experience.

While each of us had a slightly different experience – it was altogether extremely relaxing. We even heard some snores coming from one bed. This Reiki relaxation state is said to be far more healing than regular deep sleep.

After the treatment, we were all left with tingles and our bodies felt lighter – as if we had laid down for a full night's sleep not a half hour treatment over lunchtime. We had to take a few minutes to stand up and were advised to drink lots of water.

So, if you've wondered what Reiki is all about, or wanted to learn how to practice it, Soul Tree is the place to go in Pukekohe.

They also offer inclusive group yoga classes and private yoga, such as gentle yoga, yoga nidra, pregnancy / post-natal yoga and classes focused on recovering from illness and injury.

Soul Tree Yoga & Reiki
1 Seddon Street, Pukekohe
www.soultree.co.nz





PBA NEWS

SMALL BUSINESS SEMINAR SERIES

Last month, Kirsty Bullen, Director of Campbell Tyson Chartered Accountants, facilitated several Profit Improvement Workshops for Pukekohe Business Association Members.

EVENT RECAP

Each workshop catered to up to five businesses with one or two decision makers from each business working through a practical profit improvement process.

The attendees learned three key tools which they can implement, share with their team, and use continuously in their business to improve profits and reduce waste moving forward.

The practical sessions saw the businesses in the room sharing

challenges and helping each other with problem solving. There was also a lot of opportunity for cross-selling identified between many of the businesses which was an added extra.

Kirsty Bullen CA provided tailored advice to each business. This included brainstorming efficiency strategies to increase sales and decrease overheads and variable expenses.

These solutions were then reviewed to prioritise which waste issue to combat first, and then allocate a

team or individual in the business to implement the solution and drive the waste removal.

Ultimately, attendees left the workshop with a clear one-page plan to implement which would drive profit improvement and waste reduction immediately in their businesses.

Shawna and Courtney were thrilled at how useful participants found this time-efficient way to gain clarity on your vision and tangibly improve business efficiency.



— Profit Improvement

Workshop with Campbell Tyson

Did you know that waste can account for up to 30% of the operating costs of an organisation?

Kirsty has been the Managing Director at Campbell Tyson for the past eight years, has worked in both small and large accounting firms (including the big four) and has experience gained overseas in international banking and global engineering and design industries.

Working in the UK through the Global Financial Crisis plus leading Campbell Tyson through COVID and the uncertain times since, meant Kirsty understood the challenges businesses currently face and has lots of practical examples and solutions to share. She utilises this knowledge to help clients grow their businesses and achieve their goals.

Kirsty understands that business is lonely for owners and that they need a strong network around them, “We all need the right people around us to bounce ideas, challenge our thinking, and help hold us accountable for making time to work on (rather than in) our business regularly”.

However, she is very aware that resources are limited, whether that be time, cash, staff, or physical space.

“Focusing on a culture of continuous business improvement – making the most of the resources we have and ensuring they are utilised as profitably as possible – is key to survival and success in the current business environment” says Kirsty.

Campbell Tyson offers both the Profit Improvement Workshop and mini-strategy sessions that are designed to give business owners an opportunity to:

- Understand what’s working and what’s not working in their business now.
- Clarify where they want to be in the future based on the vision for the business.
- Determine the top three key strategies on how to get there and the actions you need to take to make it happen.

For more information, or to discuss the suitability of these sessions for your business, contact Kirsty Bullen by emailing team@ct.co.nz or calling 09 238 9219

The PBA Business Advice & Training Subsidy can be used by full PBA members to contribute to the cost of these sessions. For more information about the subsidy contact Shawna on info@pukekohe.org.nz

Advertising

SUBSIDY

Do you need assistance reaching your target market? We offer eligible members up to \$500 + GST to advertise your business through print, social media, radio and digital advertisements.

Contact us to apply.

Approval required.
Terms and conditions apply.



Business advice and training

SUBSIDY

Do you want to send your staff on a training course? This subsidy offers eligible members up to \$500 + GST to work with a Business Mentor, an Accountant, Lawyer or other business professional.

Contact us to apply.

Approval required.
Terms and conditions apply.



— Minimum Wage Increase



What you need to know

As a business owner or manager, you need to be ready for the minimum wage rates increase from 1 April 2024.

Here are the key points you need to know:

- Adult minimum wage will go up from \$22.70 to \$23.15 per hour.
- Starting-out and training minimum wage will go up from \$18.16 to \$18.52 per hour.
- All rates are before tax and any lawful deductions, for example, PAYE tax, student loan repayment, child support.
- Ensure employee agreements meet legal requirements
- You can use a letter of variation instead of a new agreement

If you have not yet talked to your accountant, payroll provider or your finance/HR teams now is the time. It is also an opportunity to check your employment records, processes and systems are current.

How to prepare

1. Advise the team

If you have employees on the minimum wage, let them know about the increase they will be getting. You should send them a letter or email (variation of employment contract) advising them of the new wage.

2. Check your payroll systems and processes

Make sure your payroll provider, accountant, lawyer, HR, or finance people are ready to implement the change.

If your system is manual or computer-based, you should check and confirm the settings will be adjusted for the new rates.

If any of your employees are on starting-out or training wages, now is a good time to check when they will be eligible to move onto the adult rate.

If any employment agreements (contracts) are not current, now is an ideal time to discuss with them in good faith.

Make sure they include all the mandatory clauses a contract should have by law. A letter of variation can be a good alternative to a new contract.

3. Employee pay relativity

You may also wish to consider potential impacts on your business due to internal wage relativity and external benchmarking. For example, how employees are paid compared to each other, and how your pay rates compare to others in your industry or sector. Employees on higher wages may want to negotiate a pay increase to keep the relative difference.

4. Update your business budget

You should add any expected increased costs to your short and medium-term budget forecasts. This will help you plan for and manage the effect of higher wage and holiday pay liabilities.

5. Upskill on minimum wage obligations

Now is also an ideal time to ensure you know the details around the minimum wage, including that:

- it applies to all hours worked, unless both parties agree to a higher rate in the employment agreement
- it applies to employees paid with a salary or piece rates or commission.

Note the minimum wage does not apply in some situations including:

- employees under 16 years of age
- where a Labour Inspector has issued a minimum wage exemption permit to an employee who has a disability that limits them carrying out their work.

Useful Resources

MINIMUM WAGE INFORMATION

For more information on wages and pay, visit employment.govt.nz/hours-and-wages/pay/

EMPLOYMENT AGREEMENT BUILDER

Create tailored employee agreements for your staff at eab.business.govt.nz

LETTER OF VARIATION TEMPLATE

To change a few aspects of an employee agreement, download the Letter of Variation template business.govt.nz/assets/Uploads/Documents/letter-of-variation-template.docx

EMPLOYMENT AGREEMENT REQUIREMENTS

Employee agreements are a legal requirement and must contain certain clauses. Learn more at employment.govt.nz/starting-employment/employment-agreements/

PAYROLL KNOWLEDGEBASE

For HR info, download employment.govt.nz/assets/Uploads/tools-and-resources/documents/ba4c572a35/knowledgebase-payroll.xlsx

— LOCAL ACHIEVEMENTS



WRIGHTS JEWELLERS

Happy Birthday to this long-standing jewellery staple which has been operating for 112 years!

149 King Street



FRANKLINS BAR

They are in the running for the top 50 gastro pubs of NZ.

1 Queen Street



WINNER WINNER

Happy fourth birthday to the fried chicken experts at Winner Winner!

36 Edinburgh Street



PUKEKOHE CENTRAL KINDERGARTEN

South Auckland's oldest kindergarten is holding a reunion on the 16 March for their 70th birthday!

2 Harrington Ave

LOCAL CONSUMER SPENDING IN 2023

PUKEKOHE SPEND TREND

We share local economic performance & consumer spending insights from MarketView to help you monitor the performance of your business.

2023 SPEND OVERVIEW

Overview

According to MarketView data, consumer spending has risen by 4.6% since 2022. The total consumer spending in Pukekohe for 2023 equated to \$699.23M.

This result has positioned Pukekohe as one of Auckland's Business Improvement Districts (BID) with the highest spending.

Pukekohe businesses have received a steady increase of 4.1% in the number of transactions and a marginal increase in transaction value of 0.4% since 2022.

Month	Spend	Transactions	Av. Transactions Value
Jan	\$54.4M	847,894	\$64.33
Feb	\$52.6M	814,618	\$64.55
Mar	\$59M	927,698	\$63.55
Apr	\$55.6M	863,412	\$64.36
May	\$57.7M	913,327	\$63.19
Jun	\$57M	892,227	\$63.85
Jul	\$56.4M	877,831	\$64.26
Aug	\$57.6M	908,132	\$63.47
Sep	\$57.1M	887,772	\$64.36
Oct	\$59.1M	901,080	\$65.63
Nov	\$61.5M	934,130	\$65.86
Dec	\$71.2M	1,031,360	\$69.01
Total	\$699.2M	10,800,033	\$64.74

Franklin Shops Local

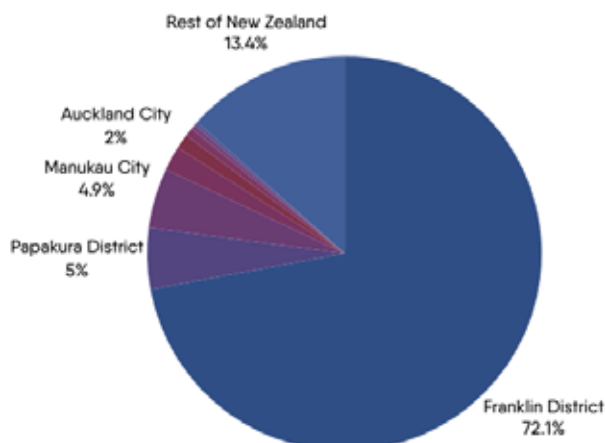
This spending level is attributed to the rise in international visitors and the Franklin community continuing to support local, with a net inflow for the Franklin region of \$1.6B (an increase of \$25.7M from the previous year).

People residing in the Franklin District make up the biggest share of Pukekohe spending (72%). International spending also rose 0.5% in 2023, while other destinations had marginal changes. The biggest decrease in share change (-0.9) was from New Zealanders outside Auckland.

Data measures EFTPOS & credit card transactions and is sourced from MarketView Verisk Reports 2019 - 2023.

ORIGIN OF SPEND

ORIGIN	SPEND	PERCENT
Franklin District	\$503.7M	72%
Papakura District	\$35.1M	5%
Manukau City	\$33.9M	4.9%
Auckland City	\$14.1M	2%
International	\$8.6M	1.2%
Waitakere City	\$5M	0.7%
North Shore City	\$3.1M	0.4%
Rodney District	\$2.2M	0.3%
Rest of New Zealand	\$93.5M	13.4%



DAILY AVERAGE SPEND

	Q1	Q2	Q3	Q4
Mon	\$1,530,144.96	\$1,570,055.05	\$1,499,229.99	\$1,651,494.73
Tue	\$1,755,904.93	\$1,689,306.71	\$1,757,738.44	\$1,938,031.17
Wed	\$1,894,084.63	\$1,885,310.06	\$1,876,229.50	\$2,149,024.56
Thu	\$1,959,432.97	\$2,022,998.87	\$1,962,301.30	\$2,137,111.77
Fri	\$2,156,409.20	\$2,054,418.43	\$2,106,075.45	\$2,485,681.33
Sat	\$2,141,792.92	\$2,316,243.07	\$2,179,157.58	\$2,445,360.35
Sun	\$1,512,187.86	\$1,560,699.30	\$1,624,577.62	\$1,912,328.96

Shopping Sprees

In 2023, the peak in spending volume once again occurred in the lead-up to Christmas.

Monday 18 to Sunday 24 December cumulated \$21,290,069.73 in consumer spending, peaking at \$3,796,838.12 on Friday 22.

The lowest spending days fell on public holidays such as Christmas (\$129,992.87), Good Friday

(\$394,619.49), and Easter Sunday (\$532,163.42).

However, Thursday 6 April and Saturday 8 April were the highest spending days across Q1, Q2 & Q3. This indicates a correlation between high-spending days and low-spending days.

Sundays had the lowest spending in Q1 & Q2, while Mondays had lower spending in Q3 & Q4. Fridays and Saturdays continue to be high-spending days.

Market share

Groceries and Liquor and Department Stores and Leisure categories had the biggest spends and increase in share of spend.

Home, Hardware and Electrical had a 2.4% decrease in market share.

For the full report, visit www.pukekohe.org.nz/members/spend-trend/

SPEND BY SECTOR

Category	Spend	% of total	Share Change*
Accommodation	\$84.5K	0.0%	0.0%
Apparel & Personal	\$32.1M	4.6%	+0.0%
Cafes, Restaurants, Bars & Takeaways	\$65.5M	9.4%	+0.0%
Department Stores & Leisure	\$129.9M	18.6%	+0.1%
Fuel & Automotive	\$105.5M	15.1%	-0.5%
Groceries & Liquor	\$262.4M	37.5%	+2.5%
Home, Hardware & Electrical	\$86.5M	12.4%	-2.4%
Other Consumer Spending	\$17.2M	2.5%	+0.3%

*On same period previous year



DINE



PUKEKOHE