



Committee Update

To our business community and membership, welcome to this month's newsletter. As we reach June 2021 we are now mid-year and it does appear that the months fly by quickly. We are now months out of a lockdown, this is good news for our business community.

In this month's newsletter, we share with you some of the results of the recent NLBA members survey and response to Covid-19. Thank you to everyone who contributed to the survey. The findings are important to the executive committee and to the membership as they indicate very clearly, the broader thinking of our membership, it provides an opportunity for the committee to reflect and be mindful as to our way of working and the actions that we undertake and work through both now and in the future. If you would like further information regarding the results please do contact myself or a

committee member.

As Chair of the committee, I acknowledge the recent Mother's Day promotion and the principles around the promotion. It was designed and developed to put money back into the pocket of the membership by offering a Random Act of Kindness \$10 voucher (conditions applied) to Mother's Day shoppers. Thank you to the participating businesses. We will share the results of the promotion when they become available.

In this edition, you will see that the popular Grab-A-Deal promotion is soon

to take place. This has always been an incredibly popular promotion with both the membership and our shoppers. We look forward to implementing this promotion and supporting our membership.

Thank you,
Sitendra Singh – Chairperson NLBA



GRAB A DEAL

The NLBA Grab-A-Deal promo launches on June 23rd and runs through to August 15th. This year's booklet features 48 deals, discounts and special offers from local businesses. Please make the most of the vouchers featured in the booklet and support the local businesses working hard to make the New Lynn town centre a great place to work, live, play and shop. A huge thank-you also to all the businesses participating in the campaign, your contributions are greatly appreciated.

NEW LYNN BUSINESS ASSOCIATION

GRAB A DEAL

FREE VOUCHER BOOKLET PLEASE HELP YOURSELF

GREAT DEALS, DISCOUNTS AND SPECIAL OFFERS FROM PARTICIPATING NEW LYNN BUSINESS ASSOCIATION BUSINESSES*

23RD JUNE TO 15TH AUGUST 2021

SHOP LOCAL · SUPPORT LOCAL · SHOP NEW LYNN

Business in the Whau and Auckland

After 5 networking event, 13th May 2021

The NLBA hosted His Worship The Mayor at a networking event held at Richie & Co on Thursday 13th May. We acknowledge Mayor Phil Goff for attending and for his outstanding

presentation. We received a lot of positive comments from members about the content of the presentation. The NLBA invited local Business Associations and we would like to thank the

Blockhouse Bay and Avondale BID Chairs for their attendance. Below are some photos of the event.



Local Businesses

When shopping in the New Lynn town centre recently, I was talking with a member of the public who shared with me that she had recently had a great experience at a business in New Lynn. The business that was credited as being outstanding, good value and with great staff is **Railz Hair Designz** located just between the bus/train station and the library Congratulations to the team for their great customer service and value.

Tracy Mulholland

Railz Hair Designz

Unit M, 32-40 Totara Avenue | Phone 09 2188 772 | www.facebook.com/RailzHairDesignz/



NLBA Covid-19 membership survey results

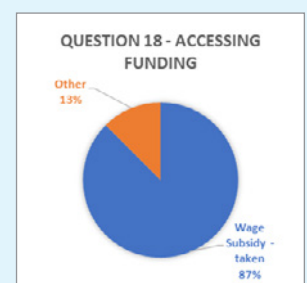
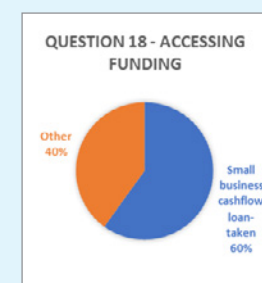
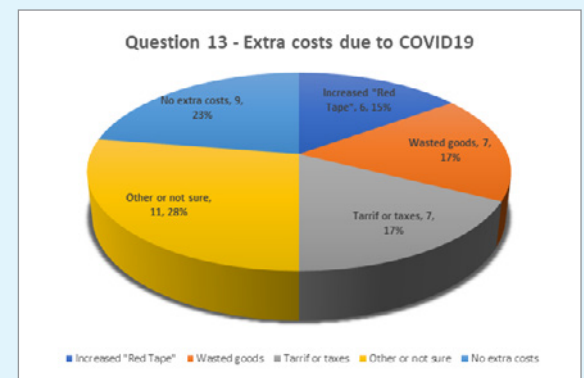
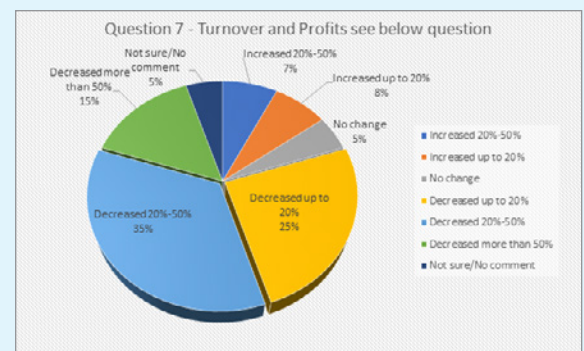
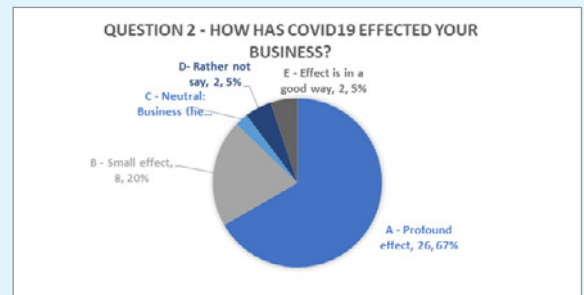
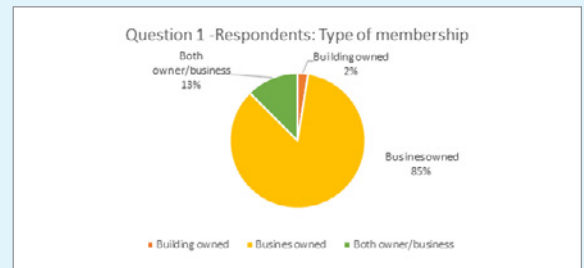
Purpose: Member and associate research project to identify member opinion, level of interest, participation and considerations to the current situation and considered future of the NLBA business

The report is recommended to be read in conjunction with the governments budget announcements and other Auckland Economic Data via the banking sectors economists and independent economists, it is recommended that the reader refers to Economic Data available at Auckland Council. Chief Economists advice: www.aucklandcouncil.govt.nz/about-auckland-council/business-in-auckland/Pages/economic-advice.aspx Data and responses below are from April/May 2021 with the final report produced in May 2021

The findings of the NLBA Covid-19 survey provide information which give opportunity to the New Lynn Business Association Executive Committee to be supported to implement good governance practices and sound, evidence backed decision making. To support the membership in a way that is evidence based and provides for sustainable decision making.

Some of the feedback is provided below. The information is to be read in conjunction with the economic situation and with consideration to the 32 survey question responses.

- Recovery for some businesses will take a long-time (years) to be in the same position that they were in prior to the pandemic.
- There has been an impact on the New Lynn BID membership because of Covid-19 by varying degrees. This is due to lockdowns and alert level changes. Despite this, the findings of the survey indicate the membership are resilient and through the significant uptake of subsidies (graphs 18, 18.A and 20), they have continued to be positive and to work through the challenges.
- The unemployment rate has not been as high as initially expected when the pandemic began. The current data shows Auckland unemployment at 5.3% and NZ at 4.7%, the expectation was that the level would be much higher and that would have a greater economic impact.
- At Level 3, there are approximately 200 jobs lost per day and this has an impact on consumer spending.
- The local housing market: We have identified that the Crown Lynn Yards development continues and approximately 3,000 homes will, in time, be located on this site. Local residential housing growth continues at a rapid pace. This will result in an expanded consumer base.
- There are limited sectors/industries affected by the pandemic. Those are mainly border related, tourism and some impacts on building however, consenting is at the highest level ever in the history of Auckland Council. This had an impact on the travel sector in New Lynn.
- Of all respondents, 67% indicated that Covid-19 had a profound (negative) effect on their business and 20% indicated up to a small (negative) effect on the business. This finding indicates that 87% of respondents had either a negative profound or small negative effect on their business.
- Question 7 talks about turnover and profit, the results indicated that there was a substantial decrease in profit and turnover 35% of respondents said they had a decrease of 20%-50% and 25% of the respondents said they had up to 25%. 15% of respondents shared they experienced more than a 50% decrease in profit and turnover. Whilst this was for the period of a month, the question was to compare to normal expectations for this time of year (that is not in a COVID-period). This is an important finding as it clearly indicates the significant impact on the local business community.
- Question 26 referred to respondent's opinion on the impact of a further lockdown. 32% of respondents said that they would experience Emotional Harm, 21% of respondents said they would not financially survive and 4% indicated they would cease trading. This result indicates the importance of a budget that supports businesspeople and post Covid-19 actions.




Community Organisations

New Lynn Town Centre has a number of places of worship and community organisations. We are proud of all of our members, the work they do in the community and the contribution that they and the staff make to making New Lynn and the area a great place to live, work and play. We give special acknowledgement to the team at the New Lynn Bible Chapel, a great organisation who are always supportive of the NLBA, community and locals. Thank you all for your contribution.

Community organisations & places of worship

	Address	Phone	Web
Citizens Advice Bureau	3 Memorial Dr	827 4731	www.cab.org.nz
The Hospice Shop	17 Delta Ave	827 1285	www.hwa.org.nz
Lifewise	3131 Great North Rd	818 6834	www.lifewise.org.nz
New Lynn Bible Chapel	3123 Great North Rd	827 5246	www.nlbiblechapel.org
New Lynn Community Centre	45 Totara Ave	836 8075	www.aucklandcouncil.govt.nz
New Lynn Congregational Church	3043 Great North Rd	832 4620	
New Lynn Friendship Club	3063 Great North Rd	827 3412	
Odyssey	Unit 4, 3029 Great North Road	628 4957	www.odyssey.org.nz
Ratanadipa Buddhist Temple	3075A Great North Rd	826 3490	
SPCA New Lynn	3047 Great North Rd	827 6094	www.rnzspca.org.nz
The Salvation Army	32 Delta Ave	827 3128	www.salvationarmy.org.nz



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www.facebook.com/RailzHairDesignz/
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 10:00am – 6:00pm Saturday - Sunday



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WOULD YOU LIKE TO SHARE SOMETHING IN OUR NEWSLETTER?

If you would like to have an advert in the newsletter or share some information please send your submission to the NLBA Newsletter team via newlynnbid@gmail.com