



Saturday markets & blokes in the plaza

- Pulling punters & finding tenants

Browns Bay BID Manager Murray Hill, *pictured*, applies his retail background, marketing nous and joie de vivre to full effect in promoting the beachside shopping district.

The [town centre's](#) slogan - *live, laugh, enjoy* – pretty much sums up Murray, who also manages Milford and established another village BID, Devonport, back in 2014.

From 'Cairo to Capetown' and the Fathers' Day attraction, 'Blokes in the Plaza', Murray is in his element with special events and promotions.

The [Spring edition](#) of Browns Bay's self-titled quarterly magazine, produced by local publisher Benefitz, has a growing, almost 15,000 circulation across the shore's northern east coast bays – including 300 copies delivered to the emerging Long Bay catchment.



In a frustration shared with many fellow BID managers, several landlords in the town centre are based overseas and/or more focused on earning capital gains on their properties rather than rental returns.

In response, Murray has been applying his skillset to a campaign of leasing Browns Bay's empty shops – now estimated to be 12.

“At a recent meeting held with local commercial real estate agents, we’ve set a goal to halve the dozen over the next 12 months. We supply them with current Marketview data and a specially produced ‘Bring Your Business to Browns Bay’ pack full of positive data on the town centre plus categories of businesses we want to attract.

“I’m working with several land agents in a concerted, competitive effort to attract tenants,” says Murray, who has also produced a one-page fact sheet setting out the benefits of doing business in the bay.

He is using a range of channels and advertising media, both traditional and experimental.

“We’ve advertising on Trade Me and through social media.”

A 900 x 1200 poster (see right) has been produced and displayed on the windows of the empty shops.

It’s starting to pay off.

“The locals see an effort is being made to attract new businesses rather than a window full of land agent signs.”

After a very good June quarter Marketview report, Murray is positive about the future for Browns Bay.

“We’ve got our local Mitre 10 store doing a major upgrade with a relaunch this month (October). The Kiwi-owned co-operative will have an increased product range and give locals an alternative to fighting the traffic congestion in Albany.”

The incoming chairperson of the Browns Bay Business Association is another marketing professional, Mehran Zareian from the local Barfoot & Thompson office.

He replaces Erica Stanford, the newly elected Member of Parliament for East Coast Bays.

BRING YOUR BUSINESS TO BROWNS BAY
LIVE | LAUGH | ENJOY

KEY FACTS:

- Browns Bay is the highest turnover Town Centre on the Shore
- 3,170,000 customers annually & growing!!
- Very active Business Association operating through the BID (Business Improvement District) program
- Planned promotional program
 - Store-wide promotions
 - Radio
 - Our own glossy magazine

We're determined to make Browns Bay the shopping centre where customers enjoy the whole ambience and experience of coming here.

For an Information Pack, please contact me
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The BID’s board also reflects the seaside suburb’s cultural diversity including the large southern African-born and Asian communities. An extra dimension is added to the local community by the local English-language school that includes many nationalities including North and South American cultures, all adding to a melting pot of diversity.

Representing the Hibiscus & Bays Local Board, Gary Holmes is no stranger to fighting the good fight for business improvement districts managing, as he does, six BIDs across the region through his company Campaignz.

- For more information contact Murray on 021 950 463 or manager@brownsbay.org.nz