

# The Balmoral shops: Bridging the gap between knowing and doing

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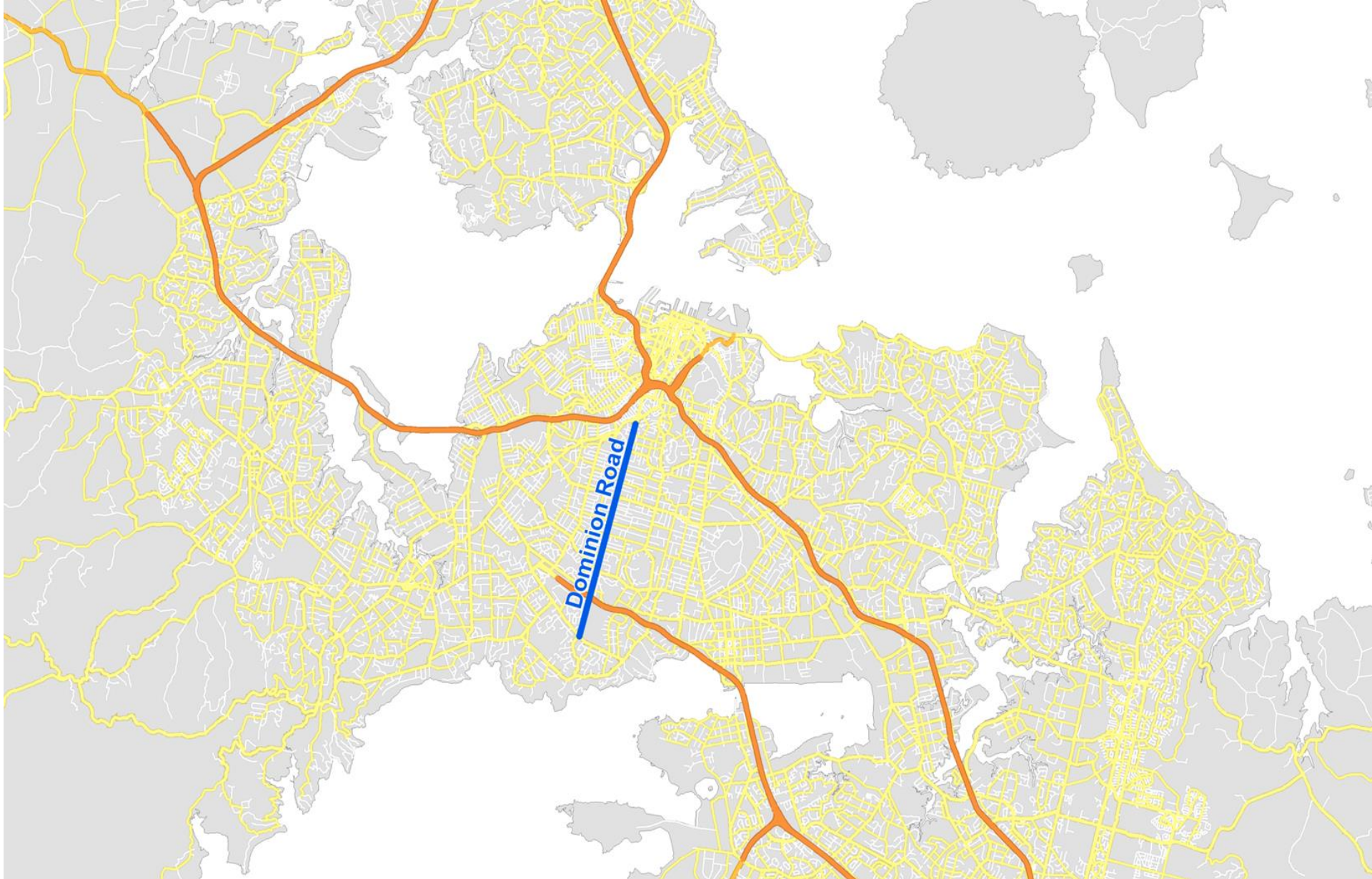
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## Agenda

- The Balmoral Shops
- Questions and methods
- Contributions
- Bridging the Gap









# Research Questions

- What social and economic role/s does the Balmoral precinct play in the community?
- What enables or constrains the development of businesses located there?
- What opportunities are there for social and economic development?

# Methods

Shopper Spend

Analysis of 2013 electronic transaction data

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# Methods

Scoping Phase	Collecting information and developing relationships
Intercept Survey	Bilingual interviewers (English and Mandarin) 3 weeks, 3 locations, range of days and times 297 interviews
30 in-depth interviews with shoppers	20 in English 10 in Mandarin
31 in-depth interviews with business owners	19 in Mandarin 12 in English

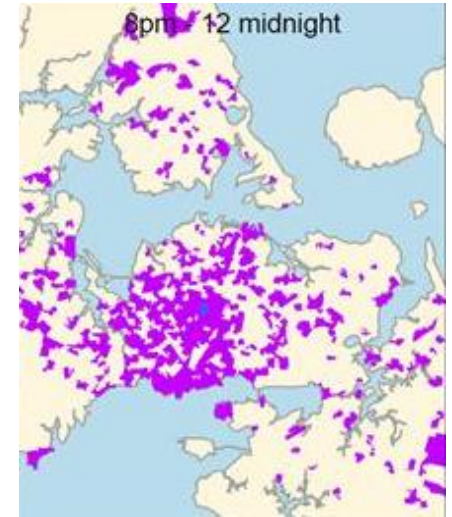
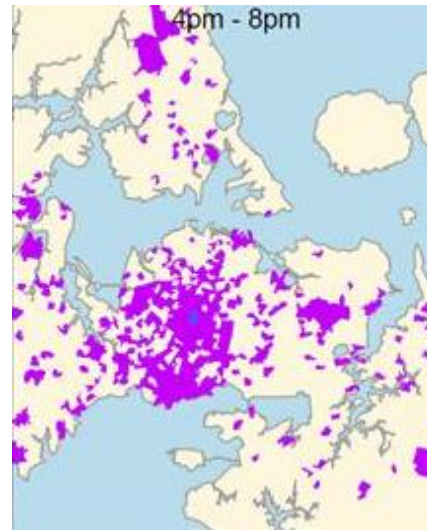
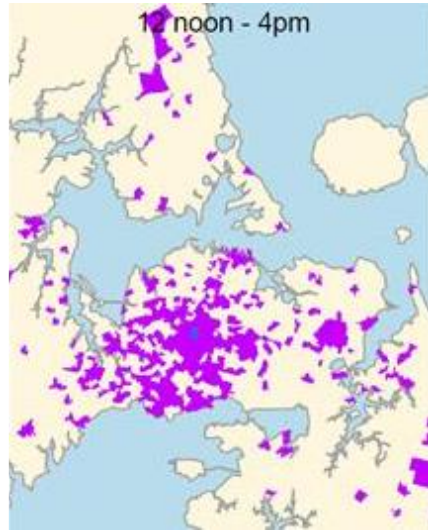
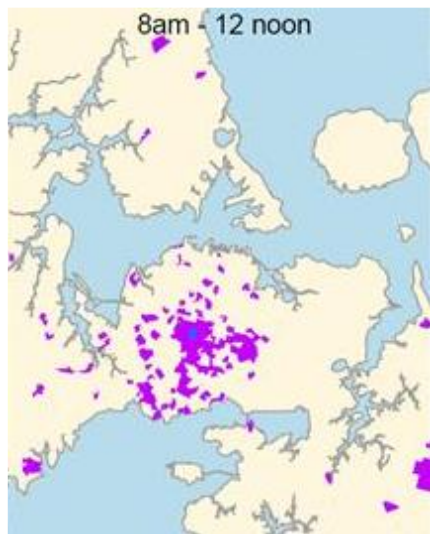


# Two catchments

- During the day: local service centre
  - Customers: older, local, non-Chinese
  - Spend across retail categories
- During the evening: food hospitality precinct
  - 74% in takeaway food and hospitality sector
  - Customers: younger, from across Auckland, Chinese



# Time

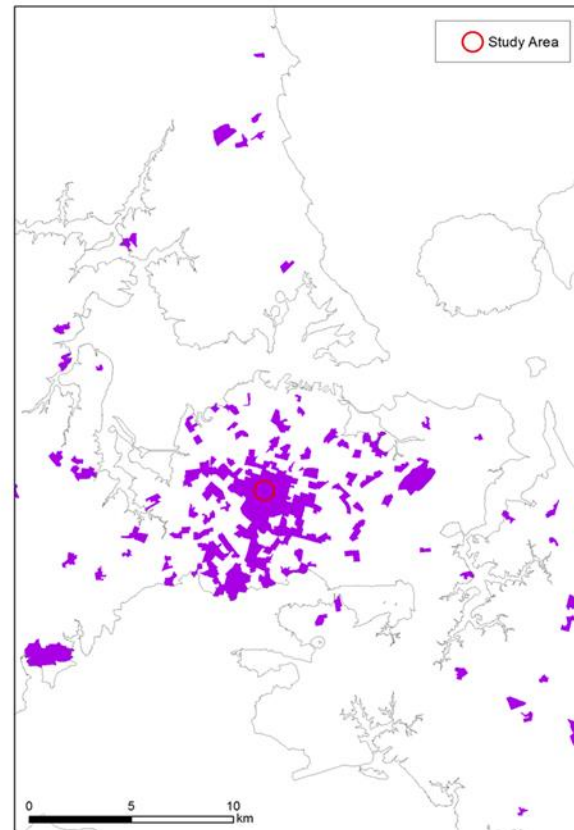
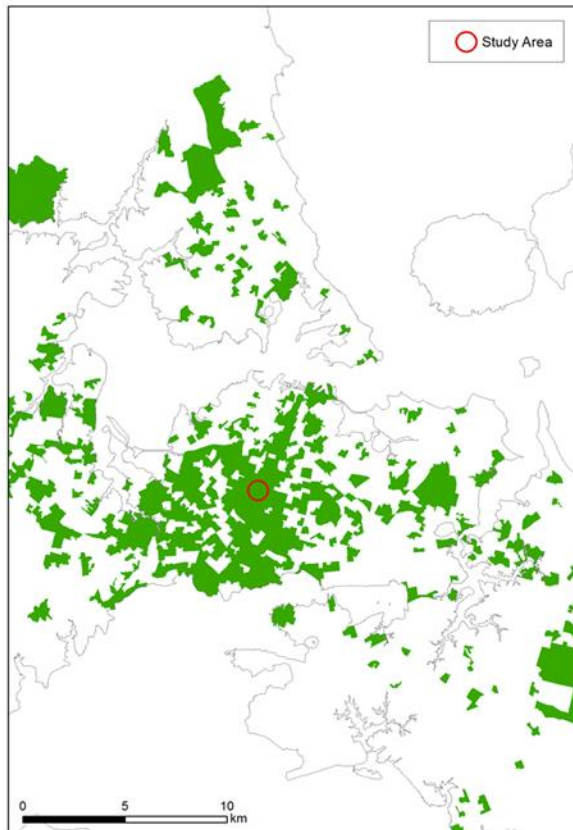


Day



Evening/Night

# Age



# Business success: Non-Chinese

‘People knowing you, your networking’ (Male, Non-Chinese, 46-64)

‘I would say support from mentors ... [we] talk about problems and how to fix them ... It’s like counselling’ (Male, Non-Chinese, 31-45)

‘Going out direct marketing [the business] ... I have sent letters out to 350 [organisations]’ (Male, Non-Chinese, 19-30)

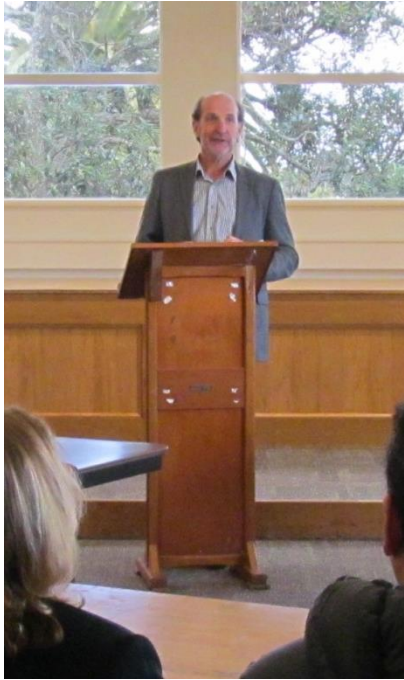


# It's all about relationships

'The key factors include customers' support, friends' promotion, and family support' (Male, Chinese, 31-45)

'Customer feedback is very helpful for the business. They helped us to adjust the taste of food to meet the needs of customers' (Male, Chinese, 19-30)

'The first factor is that I work with my heart ... build good relationship with my neighbour shop owners' (Female, Chinese, 46-64)



# Conclusion





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