The Balmoral shops: Bridging the gap between knowing and doing

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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

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<tr>
<th>Shopper Spend</th>
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<td>Intercept Survey</td>
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<td>31 in-depth interviews with</td>
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<td>12 in English</td>
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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:
- 8am - 12 noon
- 12 noon - 4pm
- 4pm - 8pm

Evening/Night:
- 8pm - 12 midnight
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
Acknowledgements

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