



Creative Quarter Manager's Report July 2010

1. Promotion Events and Marketing

1.1 Events

Business after Five - monthly (Cynthia Crosse project managing)

- New signage developed for footpath to indicate location of Business after Five.
- Flyer for Speaker Series will include invitation for any Parnell business to attend these networking functions.

Digital Mobile / Vodafone dealer hosted July's function at 86 Parnell Road. Small turnout of about 20 members.

The event schedule is booked through to the end of the year (first Tuesday of each month), as follows:

August: Kaplan International College

September: Coastal Design

October: House of Travel

November: Kingsgate Hotel

December: Elephant House

Late Night Art - monthly

8 July Late Night Art. Next on 12 August

Galleries emailed in late June re future of Late Night Art nights. Upshot - enough galleries want to continue with this monthly event, second Thursday of each month.

Galleries were advised that Parnell Inc. can no longer continue to fund advertising and musical entertainment for this monthly event, the direct cost of which has been approximately \$850 a month (pre GST). (Unfortunately there was little willingness from galleries to help contribute to this funding on an ongoing basis.)

Happily, there continues to be interest from centrally located Parnell galleries and the following have confirmed their intention to continue staying open for with Late Night Art: ARTIS Gallery, Jonathan Grant Gallery, Pankhurst Studio Gallery, Parnell Gallery, Pierre Peeters Gallery and Sanderson Contemporary Art. (essenze and International Art Gallery have dropped out.) This collection of galleries being open will continue to make for a good arty night visit to Parnell.

For future Late Night Art nights Parnell Inc. will continue to offer support with the following:

Promote forthcoming Late Night Art evenings in the Parnell Newsletter.

Promote Late Night Art on www.parnell.net.nz - Events page and home page.

Update information on participating galleries on the Late Night Art webpage.

Promote Late Night Art on Parnell The Creative Quarter Facebook page.

Promote Late Night Art on Eventfinder.co.nz and to press list (includes hotel concierges.)

Putting out Late Night Art banners on Parnell Road.

Parnell Inc.

259a Parnell Road Parnell Auckland 1052 | PO Box 37-072 Parnell Auckland 1151

Phone: 09 379 0606 Fax: 09 379 0953 Mobile: 027 601 0641 Email: info@parnell.net.nz

Q3 Sunday 12 September: Welcome Celebration for Mountain Fountain

Next meeting with Cathedral team on July 12. (Meeting notes available on request).

The event has three parts: Dedication + Concert + After concert drinks.

Work starts on site Monday July 12. Press release written, approved by Council and distributed. A Blessing ceremony will be held on Monday at 10.15am.

Hinu has secured Whirimako Black to perform, which will be a big draw!

Next steps include developing a marketing plan, planning booklet for ceremony and costing various requirements.

Also to make a request for additional funds from Auckland City Council (at Hinu's suggestion).

Q3 Thinkers & Shakers – The Parnell Inc Speaker Series 2010 (Cynthia Crosse project managing)

Unfortunately, Diane Foreman is no longer available as our third speaker. After discussions with Chris, we've decided to run with two events for this first speaker series and then if these are successful we arrange more, providing an opportunity for Parnell businesses to give informative talks.

Arrangements for the series are:

Jul 21: Andrew Harnos – Chairman, New Zealand Exchange Limited (NZX)

Aug 15: Andrew Hamilton – CEO, The ICEHOUSE

Venue: The Visitor Centre, Holy Trinity Cathedral, cnr St Stephens Ave & Parnell Rd.

Time: 5.45pm – 7.30pm.

Invivo wines are partial sponsors

A flyer will be printed and distributed to all Parnell businesses next week – with info on the back welcoming attendance at Business after Five functions and inviting associate membership.

Q4 November 6 & 7: Parnell Festival of Roses/Parnell Road Market Day

No planning underway for this event as yet.

Council Events team has been informed that Parnell Inc will no longer contribute \$3k to marketing the Festival of Roses.

Q4 November – Parnell Christmas Promotion

The big idea!

Art wreaths in shop windows from 15 Nov – 17 Dec

20 - 30 artists are invited to create their interpretation of a (not necessarily Christmas) wreath to hang inside Parnell shop windows, to be auctioned off with 20% of proceeds to charity/charities and balance to the artist.

Wreaths to be hung in participating Parnell stores the week beginning 15 November. Opened with a launch event. Guide to artworks as art walk flyer with more detailed information online.

Auction to close 17 December. Wreaths couriered to buyers on 20 December.

For Parnell – the Creative Quarter, the concept is on brand, creative, original and a good draw to the area. For stores, the wreath in window has people looking in their store window, with potential to enter and buy. The exhibition will encourage people to walk the length of Parnell Road to see all wreaths.

Online auction

Auction model based on school fund-raising art auctions. Suggest artists nominates a reserve price and sale price goes 80% to artist and 20% to charity. Suggest an online auction because so many people leave Auckland for holiday homes – email addresses to be gathered by shops to enable reminders to be sent to potential buyers. (This would also allow the auction to run from the very beginning of the auction, with current top price updated online throughout the exhibition.)

Art info

Parnell Inc. will print flyers to allow visitors to find all the wreaths, with info on the artist and shop locations. The exhibition will also have a website page with pics and more info. A detailed brochure could also be costed. Parnell Inc. to do publicity, create flyers, web page etc. and line up participating stores.

Potential Charities

Suggest a split between a women's and a men's charity. Suggest Silver Ribbon (run by Parnell's Sarah Hutchings, Orsini for gynecological cancers) and The Cancer Society of New Zealand, which is a Movember beneficiary for men's cancers. (Good tie in with Movember fundraiser too.)

Curator/Project Manager

Engage an experienced curator to seek artists and project manage.

PR/Marketing

Loads of good potential

Also for Xmas - to make a request for additional funds to decorate trees from Auckland City Council (at Hinu's suggestion).

2011 Rugby World Cup plan (Carrick assisting)

RWC 2011 presents opportunities for Parnell, although Major Events Management Act presents marketing challenges. Meeting with a small group of Parnell businesses held June 15. (Meeting notes available on request.) Cynthia costing various ideas proposed – most of which are very costly. Best idea is to team up with other town centres on Link Bus route as alternative to Party Central.

In the meantime, Parnell Inc. has provisionally signed up for Council's adopt a second team programme, nominating Wales or Scotland (England taken). Collateral and benefits that may come with this programme have yet to be determined. The arrangement with Council is not binding if benefits are not viewed as worthwhile.

1.2 Marketing and Promotion

Parnell Visitor's Map

Artwork completed, print quotes being sought for run of 25k maps bound into pads of 50 maps.

Mink Café accepted advertising spot for an \$800 contribution towards costs. Awaiting print sample from Soar Print to colour check. Map pads will be ready by end of month and can be distributed by new German intern (from Kaplan International College), Marah Blaurock arriving August 16.

Business "Heritage Certificates"

+250 member businesses identified as having been in business in Parnell for 5 years or more. A few members yet to be contacted. Art work almost completed. Great quote from Soar Print. Distribution will be another job for new intern from mid-August.

PR opportunities

- Mountain Fountain at Holy Trinity: site preparation begins with blessing on July 12
- Parnell Train station – meeting with Hobson Community Board on July 20

Forthcoming

Scope new Parnell brochure for Jason's brochure racks
Website – pages on Parnell Train Station Vision; Samson Corp Geyser development
Arrange Parnell visit and familiarisation ("famil") tour for iSite people. Would any committee members like to be part of the meet and greet party?

2. Strategic Management

2.1 Governance & management

2010 AGM

Need to determine a date for the AGM – suggest Wednesday September 15 or 22nd. Notice of meeting needs to be sent out 14 days prior, 21 days prior if there are any special items of business.

2.2 Strategic Partnerships

Meeting with Parnell Inc. Retailers - Tuesday 27 July

Issues for discussion at the meeting will include:

- Marketing Parnell
- Decorating Parnell this Christmas
- Planning for RWC 2011
- EFTPOS machine upgrades (Eftpos provider, Digital Mobile to talk on issues)

DH to prepare a powerpoint presentation.

Meeting with hospitality members - to be arranged

3. Business Development

3.1 Safe and clean environment

Parnell Town Centre Safety Audit

Council required reconfirmation of earlier request for funding form Security Grant Fund. To go towards another night's security patrol.

Recommendations from the Praxxis Security/Safety Audit for Parnell needs to be prioritised

4. Urban Design & Heritage environment

Parnell Train Station lobbying

Hobson Community Board's 20 July meeting: In public forum, presenting our vision (and opposition to KiwiRail's plan to use the site as a bus park). Presentation to be prepared with Stevens Lawson Architects.

Auckland Museum: meeting with Museum executives 29 July to present our vision and enlist support.

- Flyers printed with information against Bus Park and for our vision.
- Petitions now in Parnell Road cafés and shops along with flyers.
- Website www.parnell.net.nz/station developed with comprehensive information
- Disclosure information due from KiwiRail on July 20, following request under Official Information Act.
- Request lodged with Council for Parnell Inc to be considered as an affected party is any resource consent sought for use of KiwiRail land.

Still to check potential to utilise Parnell funds held in Council's **Municipal Parking Fund** (\$594,000) within the train station development.

Parnell Signage

SLIPs funding application before Hobson Community Board to scope improved signage additions to existing Parnell Gateposts.

Parnell Park & Heritage Signage Wayfinding recommendations made to Council, including recommendations for alternative sites. This project entails the addition of signage pointing to key landmarks and parks and giving distance and time information. Three types of signs proposed: 2.4m high plinths with comprehensive info and maps; 1m boards attached to poles – usually associated with bus stops; and signs similar to street name signs pointing to parks. Initial scoping suggested too many signs, many with additional poles, which would have annoyed businesses and presented a visual eyesore down Parnell Rd. Awaiting new photo-mockups at proposed sites.

New Street planters

Council has fixed new street planters, making benches level with footpath. Complaint about smell of hedging needs to be followed up on.

5. Admin

Rental enquiries

Application for Not-for-profit organisation rental grant lodged with Council.

New intern

Sara Borgeest left in late June. Marah Blaurock arrives August 16 and stays until February, which will again be a major bonus for Parnell Inc.