



# Parnell Inc. Strategic Framework 2011

	Q1 Summer	Q2 Autumn	Q3 Winter	Q4 Spring
<b>Parnell Inc Events:</b>	<p><b>January</b></p> <ul style="list-style-type: none"> <li>Summer in the Park</li> </ul> <p><b>February</b></p> <ul style="list-style-type: none"> <li>Summer in the Park</li> <li>10<sup>th</sup> Late Night Art</li> </ul> <p><b>March</b></p> <ul style="list-style-type: none"> <li>Summer in the Park</li> <li>10<sup>th</sup> Late Night Art</li> <li>12<sup>th</sup> White Night</li> </ul>	<p><b>April</b></p> <ul style="list-style-type: none"> <li>Summer in the Park continues</li> <li>14<sup>th</sup> Late Night Art</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>7<sup>th</sup>: Parnell Road Market Day</li> <li>12<sup>th</sup> Late Night Art</li> </ul> <p><b>June</b></p> <ul style="list-style-type: none"> <li>9<sup>th</sup> Late Night Art</li> <li>11<sup>th</sup> Parnell Waiters' Race</li> </ul>	<p><b>July</b></p> <ul style="list-style-type: none"> <li>Thinkers &amp; Shakers series</li> <li>14<sup>th</sup> Late Night Art</li> </ul> <p><b>August</b></p> <ul style="list-style-type: none"> <li>Thinkers &amp; Shakers series</li> <li>11<sup>th</sup> Late Night Art</li> </ul> <p><b>September</b></p> <ul style="list-style-type: none"> <li>Parnell Backyard BBQ</li> <li>8<sup>th</sup> Late Night Art</li> <li>RWC events (TBC)</li> </ul>	<p><b>October</b></p> <ul style="list-style-type: none"> <li>13<sup>th</sup> Late Night Art</li> <li>RWC events (TBC)</li> </ul> <p><b>November</b></p> <ul style="list-style-type: none"> <li>5-6<sup>th</sup> (TBC) Parnell Festival of Roses featuring Parnell Road Market Day (5<sup>th</sup>)</li> <li>10<sup>th</sup> Late Night Art</li> <li>Parnell Christmas Promotion</li> </ul> <p><b>December</b></p> <ul style="list-style-type: none"> <li>Parnell Christmas Promotion</li> <li>8<sup>th</sup> Late Night Art</li> </ul>
<b>Other Parnell Inc Events/meetings:</b>	Feb: Member retailer surveys Mar: Member customer surveys Business after Five (To be scheduled)	Apr: Property owners' meeting Apr: Retailers' meeting Business after Five (TBS)	Sep 21: Parnell Inc AGM Business after Five (TBS)	Business after Five (TBS)
<b>Marketing &amp; Communications by Parnell Inc:</b>	Parnell Website, weekly email newsletter, Facebook: Parnell - Creative Quarter, Parnell Visitors' map, Parnell brochure for tourists (Jasons racks), Parnell promotion campaign – advertising and PR, Member and customer surveys,			
<b>Services provided by Parnell Inc:</b>	Graffiti removal service, Late night security service (Friday nights), Shoplifter Text Alert, Council liaison, Lobbying to local authorities on behalf of members, Property owner forums, member networking events, Cruise Ship schedule & welcome posters			
<b>Other events in Parnell and Auckland:</b>	18 – 20: Lantern Festival 2-20 Mar: Auckland Arts Festival 8 Mar: 2011 Census night 12 Mar: Pasifika Festival 19 Mar: Urbis Designday 26 Mar: Parnell Village Fair	Apr 22 – 25: Easter May 11 – 15: Readers & Writers Fest. Jun 3 – 26: Auckland Festival of Photography Jun 17 – 19 Fine Food Show (Akld) Jun 26 – Jul 26: Matariki	Jul 28 – 31: Auckland Food Show Aug 4 – 7: Auckland Art Fair Aug 28 - Sep 4: NZ Fashion Week 31-Sep 4: Auckland Home Show Sep 18-Oct 2: Akld Heritage Festival Sep 9– Oct 23: RWC 2011 in Akld	Oct 7-8: Diwali – Festival of Lights Oct 31: Halloween Nov 5: Guy Fawkes Dec – Mar 2012 -Cruise Ship season
<b>2011 School terms:</b>	<b>Term 1:</b> 31 Jan - 07 Feb – Fri April 15 (all schools) <b>Term 2:</b> May 2 – Fri July 15 (all schools) <b>Term 3:</b> Aug 1 – Fri Oct 7 (all schools) <b>Term 4:</b> Primary & intermediate Oct 25 – no later than Mon 20 Dec   Secondary & Composite: Oct 25 – Tues 13 Dec			
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