PARNELL **INC.**

NEWSLETTER OF **THE PARNELL BUSINESS ASSOCIATION**

NOVEMBER 2015

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MANAGER'S MESSAGE

The Parnell Inc. Annual General Meeting took place at the beginning of October. A warm welcome is extended to new members of the Executive Committee and hearty congratulations to Paul Spackman, who was re-elected as chair. Two non-voting Committee members were also elected. We are gratified that a full complement of committee nominations was received and that the new committee is well spread geographically around Parnell to make sure that all members are well represented, with seven members from the expanded BID boundary. Please refer to the back cover for the names of the Executive Committee.

The new committee will participate in several major strategic initiatives including the assessment of CCTV requirements in Parnell, a GAP Analysis regarding the Parnell tenant mix and the beginning of the repositioning of the Parnell brand, under the umbrella title of 'Reinvigorating Parnell'. All these efforts will commence over the next few months.

As we lead into the summer months we wish all our hospitality outlets increased patronage and hope our retailers are gearing up with their Festive Season offerings to attract shoppers. We will be supporting your efforts with our travel competition and sustaining the marketing drive into February with a unique Parnell celebration of Chinese New Year, followed by White Night in March.

Kind Regards
Cheryl Adamson
General Manager

What do you think and feel about Parnell today? Where do you see Parnell in 5 years time?

Parnell is in a renaissance and we want to accelerate this! Starting with an exciting initiative called "Reinvigorate Parnell", the first step is a review of the quality of love, fame and fortune that Parnell has today, and can have even more of in the future.

We have commenced with the 'Session Perspectives', a series of focus groups to find out what Parnell means to a range of stakeholders and communities of interest in Parnell. Following that an online document will be compiled for wider feedback. Please contact our office if you wish to be part of any of the sessions – we are looking for as much engagement as possible from our business community.

StoreWatch rolls out to Parnell

A simple and effective communication network is reducing retail theft in Auckland's city centre and we are excited it is now rolling out to Parnell.

StoreWatch is a key initiative developed by Auckland City Police's crime prevention team. The success of the programme has come about through collaboration with more than 150 retailers now connected into the scheme through Heart of the City (the city centre's local business association) and the Police. Since the scheme has been in place there have been a number of arrests made as a result of the information shared over the network.

"The success of StoreWatch has been important when it comes to preventing theft and other related criminal activity in the city centre," says Constable Rachel Cameron of the City Area Prevention Team.

Information about shoplifters, trespassers or other public safety issues is shared between the members quickly and efficiently via text or by email. With retailers participating in the StoreWatch network they effectively become the collective 'eyes and ears' in a shopping area and build a greater sense of community between each other. Being involved is simple and free to Parnell Inc. members.

We envisage this being implemented in Parnell in November and are asking retailers to come onboard when they receive the starter pack.

Christmas In Parnell

With the festive season rapidly approaching we are hoping to see lots of activity in Parnell, aimed at spreading festive cheer and in particular increasing visitation and spend in the area.

With the longer daylight hours and warmer weather you can expect a brighter, fresher festive season look. Several businesses have taken up the Parnell Inc. Christmas light subsidy, with installation to be completed by mid-November. New banners will be in place along Parnell Road, Gladstone Road and a few in St Georges Bay Road, as well as in Carlaw Park. In the week before Christmas we have planned something a bit more active to spread festive cheer. Festive Ambassadors will visit hospitality outlets along Parnell Road and St Georges Bay Road early evening with a little gift to surprise guests. It's about spreading cheer and making Parnell an inviting place to wine and dine!

DREAM IT, CHOOSE IT, LIVE IT! IS OUR FESTIVE SEASON CAMPAIGN THAT WILL RUN IN THE WEEKS LEADING UP TO CHRISTMAS, STARTING 16 NOVEMBER.

The focus behind this competition is to increase sales in the area using the concept of 'your dream travel destination' and is expected to involve the majority of Parnell businesses. This will be promoted via radio and through our various social and print channels.

We are delighted to have House of Travel Parnell involved with the competition prize by way of sponsorship through a travel voucher for the winner. Entrants must spend $20 or more in a Parnell business to enter and be able to validate their entry through proof of purchase. The competition will run from 16 November-21 December. All Parnell businesses can participate as long as entrants provide proof of purchase from a Parnell outlet. There are no exclusions! We will provide retail and hospitality businesses with small tear-off-page pads to give to customers with their receipt to stimulate customer awareness. These will be delivered before the 16 November. All entries will be online at parnell.net.nz.

GEARING UP FOR SUMMER

In addition to the Christmas Travel Competition there are several more reasons to enhance your offering.

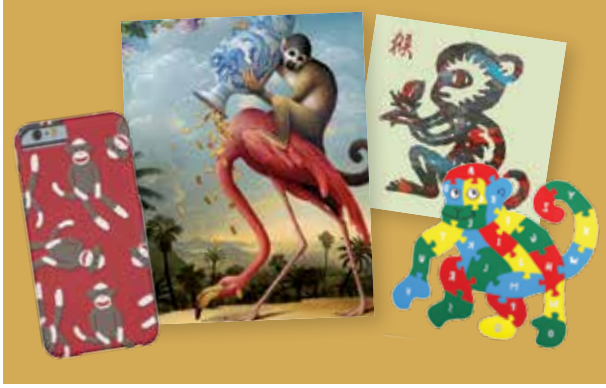
SUMMER CRUISE BOAT VISITS TO AUCKLAND

The cruise sector is an important part of the tourism industry in New Zealand, and particularly Auckland. The upcoming cruise season is expected to bring in a record number of cruise ship visits. In December alone there are 17 ships visiting Queens and Princes Wharves, with more in January and February. Apparently there will be more ships on Christmas day than there have ever been before, with massive challenges to offer passengers activities when so many businesses are closed. Have you considered how you could tap into this market? Timetable details for Cruise Ship visits is available on the Ports of Auckland website **www.poal.co.nz/cruise_ships/cruise.asp**

EARLY NOTICE

Parnell Celebration of Chinese Zodiac Animals

The well-known Auckland Lantern Festival is moving to The Domain and will host their first event there in February 2016. This provides Parnell a unique opportunity to capitalise on such a large event, so we have conceived a distinctly Parnell celebration for the Year of the Monkey. Working in consultation with ATEED and Auckland Museum, the event will begin on 8 February 2016. Led by the galleries, retail and hospitality businesses will be asked to feature the monkey in some way. Details will soon be dispatched from our office as preparation is key to be ready in time for early February.



Chinese Lantern Festival

Held every year in mid-February, this festival is one that draws crowds to not only celebrate the Chinese community in Auckland, but also the Chinese New Year. It is a festival of delicious Asian food, Lion Dancing, live entertainment and fireworks, with over 800 handmade Chinese lanterns on display. Because of its growing popularity it is moving to a new location in 2016 very close to Parnell. This is an ideal opportunity for retail and hospitality outlets in Parnell to embrace Chinese New Year in their own creative way and capitalise on extra foot traffic to the area between 18-21 February.

White Night

Before summer comes to an end and the evenings are still warm White Night will delight us with its presence in Parnell, on 12 March with a 6 hour visual feast, finishing at midnight. Proving so popular, White Night will now be held annually. Given that Parnell had increased visitor numbers this year (with approximately 4,000 attending), this Auckland Arts Festival event provides an opportunity for our retail and especially our hospitality outlets to take advantage of.

Character Development in St Georges Bay Road

Another sign that the phoenix is rising in Parnell with the recent announcement of the development of a new retail, office and showroom precinct. Krukziener Properties is set to refurbish two historic Parnell buildings. The property, comprising the entire block on St Georges Bay Road from Faraday Street to Cleveland Road, between the Textile Centre and the Axis Building, is to be refurbished and converted into character retail, office and showroom spaces.

Faraday, situated at 115 St Georges Bay Road on the corner of Faraday Street will comprise 10 retail spaces expected to be occupied by high quality cafes, restaurants, food operators and retail tenants such as wine bar, health and beauty outlets. The first floor will be converted into 10 character office suites. Ollie Mawson, leasing manager for Krukziener says, "We are looking for superior tenants for retail, café and showroom spaces. Several of the 10 retail outlets have already been leased in Faraday." The second building at 99 St Georges Bay Road, on the corner with Cleveland Road, will be known as Cleveland and will be converted into four high profile showroom spaces with customer car parking. Two of these spaces have been leased.

With three other major developments underway, opposite and adjacent to Faraday and Cleveland, the area will change in nature given the increase in the population and new businesses in the area.

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Or a Party

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Anne Batley Burton 021 929 999
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CALENDAR

BUSINESS **SHOWCASE**

Innovation and Inspiration

You're invited to an evening of culinary innovation and inspiration in the lead up to the festive season, as one of Southern Hospitality's chefs provide a live demonstration of the latest trends in catering, such as hot and cold smoking and high speed cooking!

Backed by more than 25 years experience, Southern Hospitality is a major player in the industry in NZ, with a presence now in Australia. Join us to hear Richard Arts, Southern Hospitality Parnell Manager, share the latest in innovation and inspiration in the catering and hospitality industry, as well as informing us what makes Southern Hospitality so successful, including a design team and facilities that ensure seamless solutions to customers.

When: **Wednesday 18 November, 5.30-7.00pm**
Venue: **Southern Hospitality, 79 St Georges Bay Road**
Email: **barbie@parnell.net.nz to RSVP**

HOSTING **A NETWORKING EVENT**

If you are a Parnell business who wishes to host a Business Showcase Networking event next year let us know.

Please phone or email us to discuss this: 3790606 / barbie@parnell.net.nz

Century 21 - Official Community Supporter for NZBCF

OCTOBER **NETWORKING EVENT**

October was breast cancer awareness month and Century 21 hosted an event to help raise money for the New Zealand Breast Cancer Foundation. Rotary Parnell did a sterling job welcoming attendees and enlisting donations. Ian Carter, National Franchise Manager of Century 21, talked about his involvement in Pink October in both Australia and New Zealand over the past 2 years and their aim to raise even more funds this year.

Pink canapés prepared by Nottinghill Kitchen were handed out to keep in theme with Breast Cancer awareness, and attendee's also had the opportunity to network with other Parnell business members. Raffles on the evening helped to raise funds for NZBCF and many of the attendee's kept in theme by wearing something Pink. A total of $1362.60 was raised.

Haworth by Europlan

SEPTEMBER **NETWORKING EVENT**

A good turnout by members attended the Haworth by Europlan September Business Network meeting to hear Tony Moore, General Manager, talk about the movement in workplace and space strategies that are occurring and what the future holds for workspaces.

Operating since 1963, Haworth by Europlan is well recognised in New Zealand for designing, supplying and servicing commercial office furniture. The current movement in global workplace trends focuses on 'wellness', influencing innovations in workplace and furniture design, with the four main drivers being space, technology, people and wellness.

The evening finished on a high note as a celebration of the September Décor promotion with Tony van Dorsten, Managing Director of Haworth by Europlan, drawing Carey Oldfield from Milly's as the winner of the $250 voucher, redeemable at Parnell Décor outlets.

NEW IN PARNELL

SLEEP GALLERY

101 The Strand, Phone 369 1273

New Zealand's first Sleep Gallery concept store has opened in Parnell. It's a refreshingly new space, with a unique approach in the sleep category. Owner/ operators Narae and Adam Young have a passion for quality customer service and extensive experience providing sleep solutions.

Unique to the Sleep Gallery is a dedicated Sleep Experience Zone, allowing the customer to try mattresses in a private, relaxing environment, enabling them to take their time to choose the perfect, luxurious new mattress.

Featuring exclusive products that have never been seen before in New Zealand, the focus at Sleep Gallery is on quality over quantity, through the variety of mattresses, bases and adjustable lifestyle beds from luxury brands such as Tempur, Sealy Crown Jewel and Beautyrest Royale that are on offer.

AUCKLAND PHYSIOTHERAPY

Foundation Precinct, 8 George Street, Parnell
Phone 366 4480

Offering specialised physiotherapy and pilates services, the team at Auckland Physiotherapy can help with sports injuries, operation recovering, fitness and much more.

CBC CONSTRUCTION

Axis Building, 11/1 Cleveland Road,
Phone 986 2740

Expansion into Auckland for Tauranga award-winning construction company, CBC Auckland will focus on mid-size projects, including seismic upgrades and structural strengthening.

CATHAY PACIFIC

56 Parnell Road

Cathay Pacific Airways have moved into the newly refurbished office space, where its 24 strong office staff look after Administration, Finance and Sales & Marketing. Airfares are available online at **www.cathaypacific.co.nz**

ATTENTION LANDLORDS

Got a new business moving into your property? We want to know about it so that we can showcase the NEW in Parnell!
info@parnell.net.nz
(09) 379 0606

Parnell Festival of Roses

SUNDAY 15 NOVEMBER **PARNELL ROSE GARDENS**

Stroll through the Parnell Rose Gardens at the annual Festival of Roses on 15 November. The Festival celebrates the first roses of the season with free live entertainment, food stalls and all the enjoyment of an arts and crafts market. A relaxed and fun day for the whole family. The market runs from 10.30am-4.00pm.

SECURITY CONCERNS?
CALL GLOBAL SECURITY
375 9000

If you need to report suspicious behaviour, seek security advice or need assistance to deal with security issues such as anti-social behaviour or begging, please contact Global Security's 24/7 Rapid Response Operations Centre on 375 9000, say you are a member of Parnell Inc, or email customerservices@globalsecurity.co.nz.

PLEASE NOTE: THIS SERVICE DOES NOT ACT TO REPLACE NZ POLICE. ALL EMERGENCIES AND SERIOUS CRIME CALL 111.

Every effort has been made to verify the accuracy of the information at the time of going to print. Parnell Inc. accept no liability for variances in information and change of circumstances or development plans.

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Parnell the creative quarter
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ADVERTISE

IN THE PARNELL INC. PRINTED NEWSLETTER

Want to build brand awareness and exposure to your business? The Parnell Inc. newsletter is delivered to all our members five times a year. For enquiries and to secure your spot in the next issue email barbie@parnell.net.nz as soon as possible.

Cover Photo: Corso De' Fiori Interior