PARNELL **INC.**

NEWSLETTER OF **THE PARNELL BUSINESS ASSOCIATION**

MAY 2016

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MANAGER'S MESSAGE

Dear Member

Parnell is abuzz with new developments, new stores opening and many more planned over the winter period. We are certainly going to have more to tempt our taste buds with Masterchef NZ finalist Leo Fernandez set to open a unique Filipino experience and renowned chef, Ed Verner planning a fine dining experience called Pasture in which he will combine his love of fresh produce and careful artistry. A much awaited micro-pub will soon join the gastro delights in Parnell Road, just opposite Woodpecker Hill.

Large developments in St Georges Bay Road area will completely transform the precinct, with Faraday Street seeing the completion of The Sheds by Fearon Hay Architects and Red Rabbit Coffee Co relocating their all famous roastery from Wellington. Huckleberry Farms are opening in the Saatchi building, providing a much needed opportunity in Parnell to purchase organic and speciality products, and several new foodie tenants have signed up for new premises in 'Faraday' and 'Cleveland'.

With the new Health and Safety at Work Act coming into effect recently, it is important that we, as either employees or employers, are all aware of our responsibilities under the new legislation. To this end we hope to see as many members as possible at an information session we will host for May's B2B network meeting

Kind Regards
Cheryl Adamson
General Manager

New Health and Safety at Work Legislation

Is your workplace safe? Let us help demystify the new Health & Safety at Work requirements.

The Government introduced new Health and Safety legislation on 4 April. On average 52 people die on the job each year in New Zealand, with one in 10 harmed. It is expected that the new laws will reduce the number of people hurt or killed at work by aiming to have everyone involved in staying healthy and safe at work by focussing on 5 areas. Under the new Act employers have a legal responsibilty to provide a safe working environment, but employees also have a responsibility to ensure they work in a safe manner.

The Act works to focus effort on what matters, based on business risk, control and size. It:

- **reinforces proportionality – what a business needs to do depends on its level of risk and what it can control**
- **shifts from hazard spotting to managing critical risks – actions that reduce workplace harm rather than trivial hazards**
- **introduces the "reasonably practicable" concept – focusing attention on what's reasonable for a business to do**
- **changes the focus from the physical workplace to the conduct of work – what the business actually does and so what it can control**
- **supports more effective worker engagement and participation – promoting flexibility to suit business size and need.**

The Health and Safety at Work Act replaces the Health and Safety in Employment Act 1992. Further information on what the Health & Safety at Work Act covers can be found at http://www.mbie.govt.nz/info-services/employment-skills/workplace-health-and-safety-reform.

Parnell Inc. will be holding a Health & Safety in the Workplace information and Q & A session mid-May to help assist members get up to speed with the changes and how it will impact on them. Please RSVP to the invitation arriving shortly and have an opportunity to WIN an HRToolkit Health & Safety package.

POSITIVELY PARNELL – CONTRIBUTORS TO ITS RESURGENCE

With so much development underway in the Parnell Business District, it's not surprising it's the place to be, whether developing internally to grow a business, developing existing sites or arriving as a new business.

Webb's Relaunched Under New Ownership

Webb's auction house changed ownership in January this year. Mossgreen-Webb's, as the new company is now known, will focus on NZ and International art sales and the sale of single-owner auctions, in which the company specialises.

Headed by CEO Paul Sumner, the new regional company broadens the buyer and seller reach significantly, offering buyers in New Zealand the opportunity to view Australian auctions in New Zealand at viewings in Parnell and for vendor's selling with Mossgreen-Webb's, the opportunity of viewing their property in Australia as well as New Zealand.

Mossgreen-Webb's is the largest auction house in the southern hemisphere, with experts in every category from New Zealand and Australian art to Classic cars, Jewellery, Stamps and Coins, Sporting memorabilia, Chinese and Asian art, International decorative arts, Books and Historical memorabilia.

Two important appointments to the art team include Sophie Coupland, one of the most respected names in the New Zealand art market and the daughter of founders Peter and Ann Webb, and Briar Williams who brings great auction house and market-based experience, having ran one of the leading auction houses in Australia.

To see more visit the new website: www.mossgreen-webbs.co.nz

Windsor Castle

Vantage Group has recently acquired the iconic 'Windsor Castle' located at 144 Parnell Road and a multi tenanted office premises at 272 Parnell Road. With the acquisition of the Windsor Castle premises, they see this site having huge potential to add a mix of retail, food & beverage and other hospitality services to the Parnell landscape, with a long-term future of mixed-use development. The 272 Parnell Road property features ground floor retail and 4 levels of office space that command magnificent views of the Auckland Harbour. The property has fantastic exposure with huge potential from its Parnell Road presence.

These purchases continue the investment objective to acquire value-add assets to add to the existing portfolio and their ongoing commitment to the Parnell area. Watch this space for an exciting era of the transformation of the Parnell property landscape to complement the significant redevelopments undertaken over the past 12 months at 56 Parnell Road and 99-115 The Strand.

Shed Spaces

Faraday Properties Limited, new owners of 7-15 Faraday Street, have redeveloped the existing warehouse sheds specifically to retain the buildings and breathe life back into them.

The warehouses have had the original brick facade revealed, a new interior installed and a transparency into the building revealing the original Oregon timber trusses that are a unique feature of the sheds. They now comprise 3 large commercial offices, 3 street front retail spaces, on-site parking and private terraces and gardens for tenants who include Datamine, Fearon Hay Architects and Red Rabbit Coffee. The 3 retail spaces are currently being used for temporary pop-up spaces with plans to lease them for a design/concept store, a bespoke food/cafe offering and a bar.

Tim Hay of Fearon Hay Architects, owner and designer of the redevelopment and tenant says, " we are very proud of what we have created and excited to be here and part of the renewal of this part of town – it's Auckland's warehouse district, and developing a life seen in other such areas internationally. It's great to see businesses such as Xero, Uber, The Icehouse, and Datamine setting up their offices in the area and the food, beverage and retail offerings like Red Rabbit coming in behind them to service them and the adjacent residential neighbourhoods.

We are continuing to work with the Council, the Parnell Business Association and other owners on wider plans for the public spaces, streetscapes and parking to further optimise and activate the precinct."

James Crisp Limited

202 PARNELL ROAD

New to Parnell, but with a history of 100 years behind them, James Crisp moved into its own purpose-built offices in Parnell over the summer.

Situated at 202 Parnell Road James Crisp Limited is a leading supplier of ingredients to the NZ food industry and manager of iconic brands including Cinderella, Ocean Spray, Cerebos, Colman's and Weight Watchers, to mention a few.

In the heart of Parnell's retail strip, the ground level is available for mixed use and has a total area of 530 square metres, which can be split (retail spaces of 313 square metres and 170 square metres). It is ready for occupancy and has onsite parking, with the added advantage of huge exposure to passing traffic and heavy foot traffic.

From left: James Crisp Ltd Managing Director Henry Hall, with brother and Director Richard Hall.

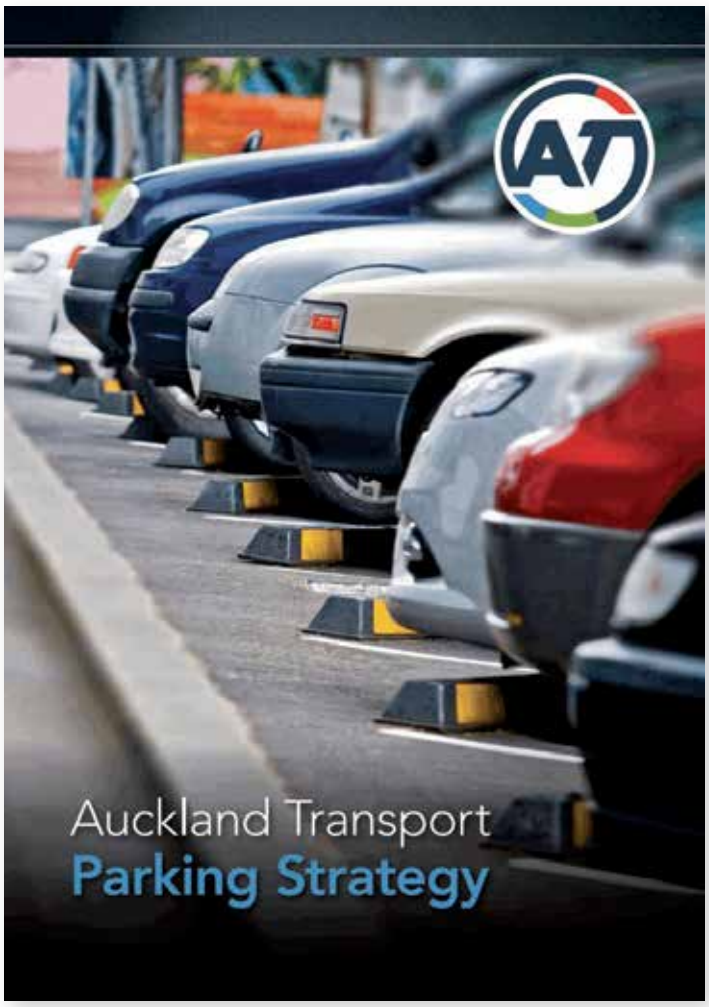
Parking in Parnell

WE NEED YOU TO HELP DEVELOP PARNELL'S PARKING MANAGEMENT PLAN.

The growth in commercial and office activity in Parnell is placing an even higher demand for kerb side space, resulting in limited parking spaces available. With a range of different parking restrictions already in existence, including some side streets and paid parking on Parnell Road (Monday-Saturday), there are still areas that have all day parking zones. We need restrictions that will free up parking spaces to meet demand.

Opportunities during the week are often taken up by the increasing workforce in the area or by all-day commuters, limiting parking for those who need it short-term while conducting business. Auckland Transport recognise the need to plan for future growth to ensure that parking restrictions can continue to operate effectively. The approved AT Parking Strategy explains how the development of Comprehensive Parking Management Plans will provide a framework for managing parking over the short, medium and long term in the Auckland Region.

The objectives of the Parnell Parking Management Plan are to provide a comprehensive analysis of the existing parking situation, via occupancy surveys and inventory, that will then allow them to produce recommendations to improve parking management in Parnell. AT will be conducting a Parking Management survey of Parnell businesses that we will send out. We urge all members to complete this. A separate residents survey will also be conducted simultaneously. Feedback will be provided once received from Auckland Transport.



The Changing Face of Parnell

As a responsibility to its members Parnell Inc. must be at the forefront of change to ensure Parnell businesses are supported and grow, whether this be through marketing the area, promotion or advocating on issues on behalf of its members. It recognises the need to understand both macro and micro issues affecting the future of the entire precinct and the complex interrelating business needs of our members.

You will recall from late last year, Parnell Inc. embarked on extensive research to 'look' into how various stakeholder groups perceived Parnell and how this information could be used to reinvigorate and move Parnell forward in an increasingly competitive environment. All members were invited to partake in this wide ranging process that included 9 focus groups and a number of follow up discussions with people who were not able to attend or had further information to impart. The research looked into what is Parnell, how is it perceived, how do we maximise its strengths for future development and minimise the weaknesses, to ensure Parnell is competitive with other business districts.

The draft blueprint document is now being put into a strategic framework, bringing together the salient points and presenting them in the form of a prioritised business plan for the next 10 years. This second phase of communication is being drawn up and is due to be released to all stakeholders for consultation. A brand brief was recently distributed, with several Parnell agencies expressing interest.

EXCITING GASTRONOMIC CHANGES IN PARNELL

With all the new development going on in Parnell it is exciting to see so many new introductions into the hospitality sector, with more to come later in the year. Parnell's resurgence is truly underway.

ST GEORGES BAY ROAD

At the forefront of the vibrant rejuvenation along St Georges Bay Road is the Krukziener Properties' developments from Faraday Street to Cleveland Road. Work is due to commence early May on Faraday and Cleveland, with a mix of retail and service providers expected to open early October. Early starters off the block include Madame Jojos, Goodness Gracious, an exciting new café, Top Secret Furniture and not to forget Parnell's first Dog Day Care Centre. 60% of the office space has already been leased, with only five office suites still available.

HUCKLEBERRY FARMS

SAATCHI BUILDING,
125 THE STRAND,
PHONE 309 7755

New Zealand's leading retailer of natural, organic and speciality products has opened its 8th store right here on The Strand in Parnell.Huckleberry's mission is to make organics more accessible to the New Zealand market and provide the best range of gluten-free, dairy-free, natural and organic products. This signals the next step for them in bringing organics closer to customers in a more convenient way.

RED RABBIT COFFEE CO.

SHED 2, 7-15 FARADAY STREET

Red Rabbit Coffee Co, founded in Wellington two and a half years ago by Steve Barrett, has arrived in Parnell. The Coffee Roastery has been running in the back ground of the busy and popular Leeds Street cafe but is now moving up to Parnell for good. Currently located as a pop up in Shed 2, 7-15 Faraday Street it will move next door to Shed 3 which will be the permanent new home for the coffee roastery and a beautiful coffee bar serving delicious food, including the famous Leeds Street Salted Caramel cookies. The team at Red Rabbit are looking forward to having the locals of Parnell (and the rest of Auckland) come in and have some of their tasty coffee.

RED RABBIT
COFFEE CO.

SOLO KITCHEN

4/311 PARNELL ROAD, PHONE 300 6454

Solo Kitchen caters to those who like a Turkish-Mediterranean cuisine. Freshly home-made bread complements the range of dips and tapas. The baklava is also freshly made on site. Go down the steps away from the buzz of Parnell Road to enter into a Mediterranean experience, welcomed by Turkish chef and owner.

Coming Soon to Tempt your Tastebuds

NEW GASTRO BAR

Owners of the extremely successful 46 & York, JP Schmidt and Dana Johnston, have provided us with a sneek peak at their latest Parnell Road venture. Joining the team is long time friend Topher Richwhite, who brings a wealth of experience in international hospitality.

In the final stages of construction, with a promise not to reveal its name, this new late night bar will be opposite Woodpecker Hill and promises to provide ambience par excellence – just what Schmidt and Johnston are renowned for! It is sure to deliver something unique with Richwhite's talent for music. The resurgence of Parnell's night life is well underway.

AZON

PARNELL ROAD

2015 MasterChef NZ finalist, Leo Fernandez's vision for a restaurant that reflects the long history of Philippine cuisine, from its Malay roots and tradition, Chinese trading and settlement influences, Spanish colonization and the American occupation is becoming a reality.

Azon, derived from the Spanish word meaning 'heart', will offer food both prepared and cooked from the heart, while sticking to its Filipino heritage, custom and tradition. Flared with contemporary and modern touches, styles and techniques, Azon offers diners a taste of an amazingly unique Filipino experience.

PASTURE

PARNELL ROAD

Opening in winter, newcomer Pasture brin a food and wine experience that is inspired by nature and elevated by technique. They will serve a seasonal set menu in a relaxed atmosphere. Fine dining chef Ed Verner, and his wife Laura, returned to New Zealand to open an innovative restaurant that tells a story about the land from which their food is sourced: the wild and grown.

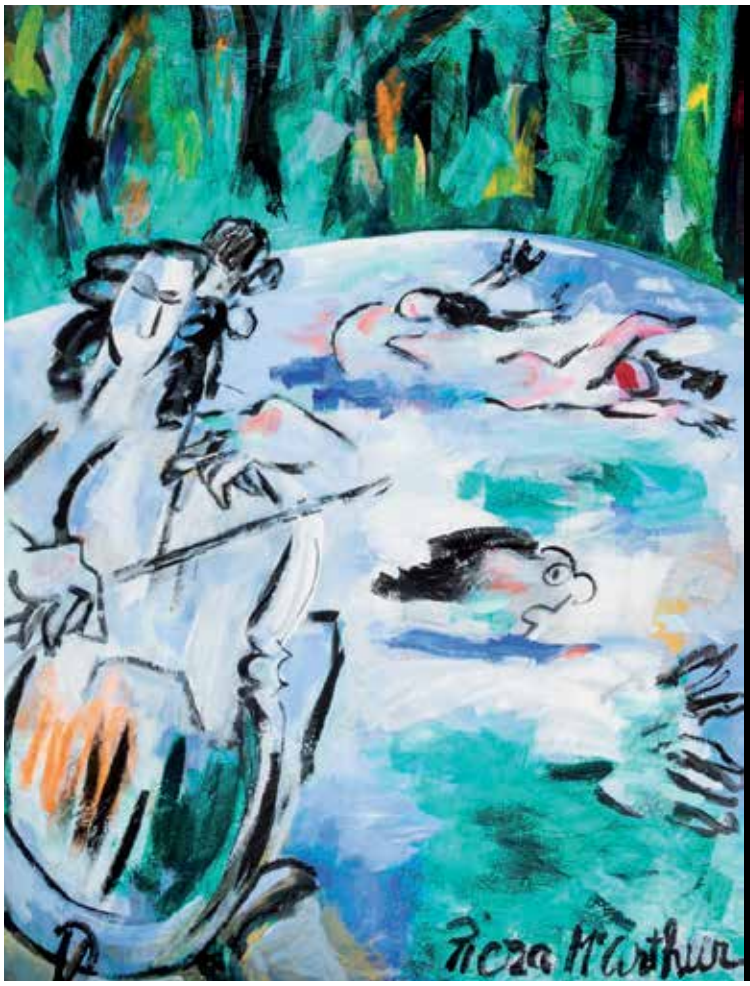
Huge Success of Inaugural Chinese New Year Celebration in Parnell

March 12 saw the culmination of the Year of the Monkey celebrations with the highly successful auction of the 30 monkey artworks, hosted by Webb's.

Thanks to the incredible support from the galleries in sourcing artists and holding the Monkey Exhibition, as well as the retail outlets along Parnell Road who got behind this promotion with window displays, product offerings etc that we believe helped Parnell get media coverage never before seen, including featuring on three TV channels. This promotion saw increased foot traffic to Parnell and engagement with many retailers, with retail spend up over the two week period of the Exhibition compared to the same time last year.

A total of $16,000 was raised at the auction and the Lion and Dragon Dance performances to support the Starship National Air Ambulance Service. The highest bid went to 'Hydrangea' by artist Sally Lush, fetching $4,000 at auction.

Parnell Inc. was delighted with the success of its inaugural Chinese New Year event and has begun planning for the Year of the Rooster celebration in 2017.



'Love is in the air, says Aphrodite'
by Piera McArthur

EXHIBITION
5 - 23 May 2016

"Simply to use paint with all it's magic would certainly be reward enough, but to have a theme makes a venture like a painting of this series exceedingly exciting."

Jonathan Grant Gallery

280 Parnell Rd, Parnell, Auckland

Phone 09 308 9125
Website www.jgg.co.nz

Fun Filled Parnell White Night Delights Visitors

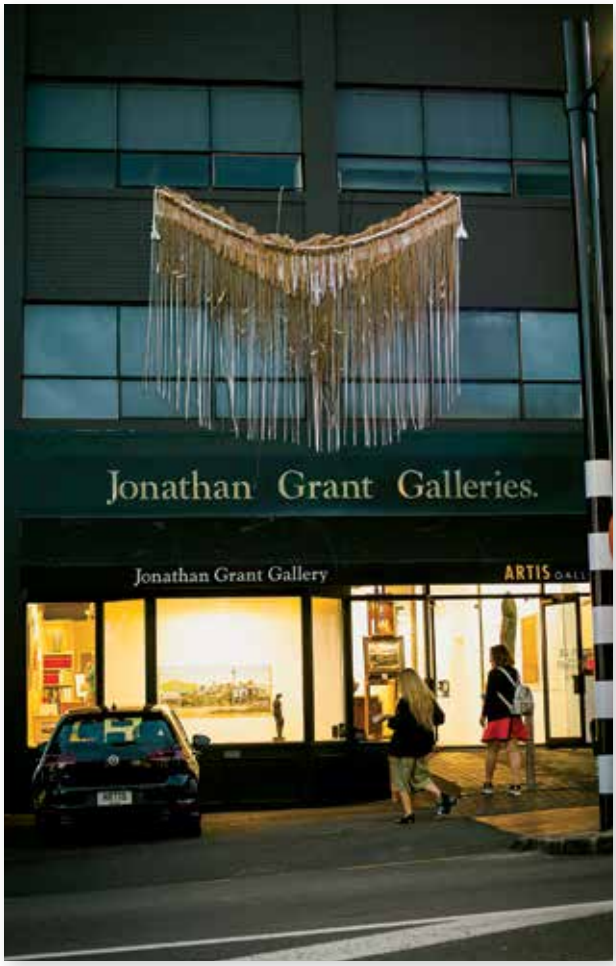
For six hours non-stop on the evening of Saturday 12 March, hundreds of people descended on Parnell to be part of Parnell's White Night event. Along Parnell Road (from the top of St Georges Bay Road to Windsor Street), in Heard Park, laneways, courtyards and back streets there was something for everyone to be involved in and enjoy.

There were outdoor installations to view, live performances, artworks to help create, artists to engage with, the live monkey artwork auction at Webb's and exciting gallery exhibitions to be viewed.

Three retailers also stayed open, with Alfresco hosting a dinner party in their window! By being open, these outlets contributed to the vibrancy of the event with business owners saying they felt the PR they received was well the effort in staying open late and they would do it again. "For a PR exercise as an introduction to the Alfresco brand of offerings - it was worthwhile... and enabled us to participate in the evening and be open."

WHITE NIGHT
whitenight.aaf.co.nz

AUCKLAND ARTS FESTIVAL
aaf.co.nz



NEW IN PARNELL

DEEDY STUDIO

3.16 Axis Building,
91 St Georges Bay Road,
Phone 021 231 5043

Deedy Studio offers the highest calibre of Pilates, TRX Suspension and Corrective movement training. Train privately or in small groups at their boutique. For more info and to make a booking visit **www.deedy.co.nz**.

SIGNATURE STYLE

330 Parnell Road,
Phone 529 5115

Signature Style provide tools for men and women to put their best foot forward. Whether looking to transform your total image or simply wanting help for a one-off, special occasion. Covering all aspects of how you look, from the way you style your hair, the colours that work magic for you, the shapes that suit your body right through to helping you pack your bag for a trip. Free 15 minute consultation available.

New Face to Successful Styling Business

KAZMO'S CUTS

479 Parnell Road,
Phone 302 7771 / 021 02640710

In Parnell for 6 years, Kazmo's Cuts has recently moved further up Parnell Road to number 479. Based in a delightfully redecorated villa, the much larger premise will allow Kazmo to develop his plans of expansion into men's styling advice as well as introducing a women's hair stylist in the near future.

DAWSON & CO.

FEBRUARY **NETWORK EVENT**

In February Dawson & Co. hosted the monthly networking event in their stunning Parnell showroom, attended by a large group of members.

Following a fabulous spread of cheese and wine, Angus Dawson explained how they differentiate themselves from competitors in an era where savvy consumers are more about purchasing the experience of shopping rather than purchasing products. Many thanks to Angus Dawson and Scott Fisk for their generous hospitality.

Traffic

MARCH **NETWORK EVENT**

At the March Networking event, Graeme Nicol, Traffic's Advertising Sales Manager, introduced members to New Zealand's leading business growth specialist in the building industry.

He talked about how they have successfully established **Refresh Renovations** and **Zones Landscaping Specialists** over the last five years, using a proven business model and the opportunities afforded to being a franchisee. Following the presentation members further enjoyed the Traffic team's hospitality.

Fuze Business Interiors

APRIL **NETWORK EVENT**

Business Development Manager, John Duffin, welcomed members to Fuze's newly refurbished showroom displaying top of the line imported products including their exclusive range of Sedus Stoll and Levira.

We heard from Senior Interior Designer, Lauren Scott, about their passion for creating workspaces that people love and their commitment to increasing productive well-being. The team of 3 in the Parnell showroom is backed by a staff of 30 at other locations in Auckland, including a Head Office and manufacturing site, as well as a showroom in Christchurch.

A very excited Mary-Jane Mumford from Millys was the winner of a beautiful new office chair.

CALENDAR

MAY'S **BUSINESS SHOWCASE**

Are You Worksafe?

On 4 April the new Health and Safety at Work Act 2015 came into effect. Parnell Inc. invite you to attend an information and Q & A session, presented by HRtoolkit, to help demystify the changes. It is critical for employers and employees to understand their obligations and responsibilities under the new legislation to ensure a safe and healthy work environment. RSVP and bring along your business card on the night to go in the draw to WIN an HRToolkit Health & Safety Package.

When: **Tuesday 17 May, 5.30-7.00pm**
Venue: **Home Ideas Centre, 165 The Strand**
RSVP: **barbie@parnell.net.nz**

HR toolkit

HOSTING **A BUSINESS SHOWCASE EVENT**

Parnell Inc. strives to better strengthen its business community by providing a monthly opportunity for businesses by showcase themselves and increase business networks.

We showcase the range of Parnell businesses for members to connect with and are currently looking for business hosts in the second half of the year.

Please phone or email us to discuss - 379 0606 / barbie@parnell.net.nz

SECURITY CONCERNS

Public Safety and Nuisance Bylaw

Following enquiries regarding begging and vagrants on Parnell Road we thought it timely to remind members that under the Public Safety and Nuisance Bylaw an individual may not use a public place to beg in a manner that may intimidate or cause a nuisance to any person. Neither can they wilfully obstruct, disturb or interfere with any other person in their use or enjoyment of that public place. Parnell Inc. takes a proactive stance where possible, as begging is not an illegal activity. When we hear of any homeless people sleeping or beggars sitting outside premises we have security move them along.

SECURITY CONCERNS?

CONTACT GLOBAL SECURITY'S 24/7 RAPID RESPONSE OPERATIONS CENTRE

CALL 375 9000

email customerservices@globalsecurity.co.nz

Report suspicious behaviours, seek security advice, or get assistance to deal with issues such as anti-social behaviour or begging by contacting GLOBAL SECURITY (state you are a member of Parnell Inc.).

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

GLOBAL SECURITY

Update Your Membership Details

Keeping in contact with our members is integral to our business. All members are offered a free page on the website, parnell.net.nz.

On an ongoing basis membership details can change. Please update your company profile or send us logos and photos, particularly so we can tailor our messages to the relevant member categories and appropriate people. It only takes a couple of minutes. Go to parnell.net.nz to:

- **review your listing in the Business Directory**
- **to update your listing go to the bottom of the homepage. Under MEMBERSHIP click 'List Your Business' which provides you with an easy to complete form**
- **let us have additional names of people in your business as well as a 'generic type email where possible so that we can tailor communications, thereby avoiding duplication and in some cases.**

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.

MEET YOUR PARNELL INC. COMMITTEE MEMBERS

CHAIR
Paul Spackman
Spackman Property Services Ltd

Carey Oldfield
Milly's

Clare Dowthwaite
Auckland Museum

Dana Johnston
46 & York

Hamish Lewis
Trenzseater

Jason Galea
Masfen Holdings Limited

John Bardebes
New York Properties Limited

John Coutts
Heather Street Property Owner

Kelvin Ricketts
Zlato on Parnell Limited

Martyn Hamilton
Property Supervisors

Paul Van Dorsten
Haworth by Europlan

Peter Allard
Linden Leaves

Ricky Reddy
Zenith Interiors

TREASURER
Chris Lynch
Lynch, Phibbs & Associates

LOCAL BOARD REPRESENTATIVE
Christopher Dempsey
Waitematā Local Board

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09 379 0606
www.parnell.net.nz
Parnell the creative quarter
@ParnellInc

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: Fearon Hay Architects interior