NEWSLETTER
SEPTEMBER 2018

PARNELL

PARNELL

SPRING INTO SUMMER

THE SPACE TO BE

MANAGER´S MESSAGE

DEAR MEMBER

As we head into the Spring and Summer months and focus on the new growth of bright green leaves, we will also be turning our attention to the presentation of our summer promotional programme and how this enhances our street appeal.

For the first time, Auckland Heritage Festival and Artweek happen over the same period, and we have chosen to celebrate them both on the 6th October. Not only will all the galleries be involved, but two laneways off Parnell Road will be yarn-bombed, creating curiosity and a different aesthetic. The next season of Paws in Parnell kicks off in the newly turfed Heard Park on Sunday 7th October and is sure to draw pooch loyalists as it did before. For The Waiter's Race, we are relocating to the buzz of St Georges Bay Road, but Christmas will again focus our attention on Parnell Road with Christmas motifs and a giant bauble in Heard Park.

Several of the galleries have relocated slightly in the last months with enhanced premises and more prominent shop fronts and we look forward to the opening of some key tenants along Parnell Road during the next quarter. St Georges Bay Road will see the relocation of Xero to no. 96 before the end of the year, as well as the installation of additional niche retail, in the Kenwyn/Watt/Faraday loop.

So, from new places to shop to streetscape appeal, Parnell is the Space to be this Spring.

Kind regards
Cheryl Adamson
General Manager

PARKING MANAGEMENT STUDY

Following the Parking Management Survey in Parnell, Auckland Transport (AT) proposed a variety of parking zones and restrictions in Parnell to better manage parking demand and improve parking availability in the area.

They consulted first on Phase 1 for area 6 and 7, then Phase 2 for the remainder of the area. Phase 1 of the residential parking zone in and around Gladstone Road was implemented late in 2017 and the metered parking in and around St Georges Bay Road was implemented in June 2018. Feedback on both initiatives was that it has certainly reduced commuter parking, but placed more pressure on staff who are poorly served by Public Transport options. Businesses and cafés in and around St Georges Bay Road have particularly welcomed the metered parking.

We are keen to see the full implementation complete, as we see an advantage for our businesses and their customers, but are very mindful of the challenges this poses to staff. Following the consultation that took place late 2017, Auckland Transport has advised that they will be implementing the balance of Parnell from December 2018 onwards with Area 1 being first, followed by 2 and 3 in the first quarter of 2019.

According to Auckland Transport the proposed parking management plan for Parnell will benefit both residents and visitors to the area by improving parking availability by increasing turnover and discouraging commuter parking, reducing congestion and stress associated with living and working in an area of high parking demand, better sharing of on-street parking between residents, businesses, and visitors, offering greater flexibility in length of stay for visitors, introducing consistency with the restrictions used around Auckland and allowing for demand-responsive pricing to manage future parking demand.

COMING UP

AGM

PARNELL BUSINESS ASSOCIATION

The AGM of the Parnell Business Association will take place on the 27th September, 5.30 for 6pm start at the Quality Hotel in Gladstone Road. Please RSVP for catering purposes to cheryl@parnell.net.nz

PITTER PATTER PAWS IN PARNELL IS BACK

PAWS IN PARNELL IS BACK FOR ITS SECOND SEASON. ON THE FIRST SUNDAY OF EVERY MONTH. STARTING IN OCTOBER, HEARD PARK WILL BE THE SPACE TO BE FOR YOU AND YOUR FURRY FRIEND.

It's no secret that the global trend of spending on family pets continues to grow. From cats, to dogs, to goldfish - pets have become a $1.8 billion business. That's how much New Zealanders spent on our animal companions last year! That figure - up from $1.6b in 2011 - includes everything from pet insurance, to food, minding services, grooming and pet care luxuries.

With that in mind, Parnell will continue to be the space where you can bring your pooch and spoil them rotten with all the New Zealand made doggy-centric products and services from businesses like The Barkery, Mr Soft Top, Dog + Co.

See you and your dog there!

DATE: First Sunday of every month, starting October 7th

TIME: 10am-1pm

LOCATION: Heard Park, Parnell

ALL THAT JAS...

JASMAX IS ONE OF NEW ZEALAND'S LEADING ARCHITECTURE AND DESIGN FIRMS AND A KEY BUSINESS IN PARNELL EMPLOYING 250+ STAFF. WE ASKED ANDY ANDERSON, PRINCIPAL, A FEW QUESTIONS.

1. **As previous Commodore of Royal New Zealand Yacht Squadron, what are your hopes for the presentation of Auckland by the time of America's Cup in 2020?**

   My hopes for Auckland are that its presentation will be befitting for one of the most liveable cities in the world. That we have a world class harbour and many of the major developments that are happening Downtown and at the waterfront will be completed. Seeing the completion of the likes of the City Rail Link, Commercial Bay, Quay Street developments and improvements around the waterfront especially, will be the best way to showcase our city to visitors and the watching world.

2. **What to do you most love about Parnell?**

   What I love most about Parnell is the ease of access, the diversity of people, and its mixed-use nature; from the light industrial to commercial activity and residential. That mix, and proximity of that mix, adds vibrancy to this part of the city. Also due to the orientation of Parnell Road, it has a great vista down towards the city and the harbour, so the views are always interesting at any time of the day or night.

3. **What do you think is Parnell's best opportunity for infrastructure improvement and development in the next 5 years?**

   The significant infrastructure has to evolve around transport; the train, accessibility and cycleways. Parnell's infrastructure is very accommodating to the car still. Even with the train station and really good bus links. If we really wanted to be transformational, then we'd turn Parnell into a shared space and leverage public / pedestrian transport. Imagine, like Fort Street, we'd slow it down. It would have a really good vibe then. And the pedestrian pace would increase foot traffic for local businesses too.

WHO IS JASMAX?

Jasmax are here to "design for good", aiming to solve complex social problems through architecture and design. We apply our value set to the improvement of New Zealand across education, health, housing, workplace and the urban realm.

We've been based in Parnell since 2007 – taking over and repurposing our Fox Street premises to create an open plan work environment.

Sustainable design, wellness and the Māori foundation of katiakitanga (guardianship) have steered Jasmax to designing and operating in a way that acknowledges our impact on the environment. If you visit our offices in Parnell, you'll find up to 200 recycled car tyres lining the floors, ceiling tiles recycled from wood offcuts – left exposed to save on over 300L of paint, meeting room walls acoustically designed using a composite of cardboard boxes and sugarcane, and 12 worm farms in the basement.

The firm made history in 2016 when the landmark building they designed for iwi Ngāi Tūhoe, Te Kura Whare, achieved Living Building Certification. The most advanced and rigorous sustainable building standard in the world, Living Buildings operate off the grid for electricity, water and waste, and they are constructed of non-toxic materials. The challenge requires the entire building lifecycle (from concept and sourcing of materials to demolition) to be considered for the impact it will have on the planet; challenging the designers to make the impact as little as possible. Te Kura Whare was the first building in NZ to achieve this standard; it was also the first building to achieve this standard outside of the US.

WHAT DOES THE FIRM FOCUS ON?

Currently our teams are working on projects that are going to have a great impact on the development of our cities. In recent years, our transport infrastructure partnerships have meant we have had the good fortune to be working with local and central government on the development of Auckland's public transport networks.

Our teams have had input into the City Rail Link, Light Rail network, ferry basin masterplanning, and scoping how we might unlock more land for public use at the waterfront. Jasmax was the architecture-arm of the development of the trainline which includes Parnell's train station.

Transport and housing are intrinsically linked. And our accommodation and transport teams work closely to scope out how mixed-use developments can be built to make the greatest use, and realise the greatest potential, for precious city centre land. Mixed-use developments can provide high quality housing, retail and great connections to transport and suburb centres; which is brilliant for creating community. A mixed-use development in Parnell, for example, would be a transformational development. The connection with the suburb's train station and being on the Link bus route, plus the injection of high quality, higher density living accommodation would have a knock-on positive effect for business owners operating retail outlets along The Rise.

Recent examples of our accommodation work includes the award-winning Foundry Townhouses in Herne Bay and Sale Street apartments near Victoria Park in the CBD. These developments demonstrate that there's more to density and intensification than a simple tower block. We can do some clever things with limited space and generate a profitable housing scheme for those investing in the development, while still getting the best outcome for those who will live in them.

Education and the modern workplace are also two streams of design that we're finding overlap significantly. The changing nature of how education is delivered, moving away from cellular classrooms to open plan, technology-enabled teaching spaces, underpins the progression that we're all experiencing in the modern active and agile workplace. Our education team is responsible for many of the city's primary and secondary school developments, including works at Epsom Girls Grammar, Avondale College and Baradene College. We've also held long-term partnerships with the universities, masterplanning both AUT and University of Auckland's city campuses; we developed the engineering school down at the old Lion Nathan site in Newmarket a few years go.

In terms of workplace design, our integrated workplace strategy, architecture and interior design team scales to each job. The experienced team assesses the brief, looking to unlock the greatest potential for useable GFA and works with clients to ensure the workplace design is robust for longevity. Businesses we've worked with are Fonterra, Westpac, ASB, Kiwi Income Property Trust, Colliers and Precinct Property, we also deliver smaller fitouts for medium sized businesses.

**As provided by Jasmax*

6 OCT 11AM - 3PM

HERITAGE FESTIVAL 2018

NGĀ IWI O TĀMAKI MAKAURAU - CELEBRATING THE HERITAGE OF OUR PEOPLE.

BROUGHT TO YOU BY THE PARNELL BUSINESS ASSOCIATION AND PARNELL HERITAGE.

6 OCT 11AM - 3PM

AUCKLAND ARTWEEK

ARTWEEK AUCKLAND IS AN ANNUAL WEEK LONG FESTIVAL CELEBRATING THE VISUAL ARTS OF AUCKLAND.

The Heritage Festival and Auckland Artweek knit together in Parnell on Saturday October 6th.

"We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value no matter what their colour." - Maya Angelou

The Parnell we experience today is the result of a joining together of both our heritage and the arts.

It's a suburb that represents the creatively minded individuals who have, throughout the history of Parnell passed on their defined patterns, pathways and processes to us. Whether that be through music, art, hospitality, poetry, design, community creation or artisan groups, these individuals have greatly contributed to the heritage of our people and our suburb.

THE DAY - SATURDAY OCTOBER 6

At 11am, start your morning at what used to be one of the earliest bakeries in Parnell, now home to a yarn shop and café aptly named 'Stitch and Bitch'.

From there, wander through the Galleries and enjoy stories about the art works and the artists who dreamed them into reality.

Complete the experience by ending up in the heart of Parnell itself! Parnell Village, where Tony Astle of Antione's will share a few memories of the 'Parnell people' he recalls helped make the suburb what it was.

WHERE TO WANDER SOME HIGHLIGHTS

STITCH AND BITCH LOUNGE CAFÉ

Stich and Bitch Lounge Café will be hosting Creative Fibre Auckland in the old bakery of Parnell, where people can try different fibre crafts on the day. Manu, owner of S&B will also talk to guests about the origins of worldwide Stitch and Bitch Groups in the war, as well as the fact that she is now located in one of Parnell's oldest bakeries, and selling wool from...the original oven!

KIWA ART

Kiwa Art is hosting Nigel How: A renowned, innovative and skilled artist who is passionate about maintaining traditional techniques in weaving, raranga, whatu and taniko. With his works on display at Museums around the country as well as working at Wairoa Museum himself, Parnell is lucky enough to have Nigel all to ourselves for Artweek 2018. Nigel will be in Kiwa Art on October 6th, weaving his magic into our suburb for the day, which will no doubt be wonderful to witness. Come and not only have a look at Nigel whilst he weaves, but also say hello and have a chat to the man himself.

JONATHAN GRANT GALLERIES

During the month of October in celebration of Parnell's heritage, Jonathan Grant Gallery will exhibit a selection of paintings depicting Parnell and the surrounding area. The exhibition will feature rare 19th Century watercolours, along with recent paintings of historic buildings. 'Kilbryde', the historic grand home of John Logan Campbell, features in two of the works in the exhibition. Built in 1881 for Sir John Logan Campbell, and named after his ancestral castle in Scotland, the gracious Italianate mansion occupied a prime position in Parnell until its demolition in 1924.

The Gallery will also exhibit a selection of works by Auckland based artist Zarahn Southon. Southon has a keen interest in traditional approaches to life painting and aims to convey a level of scrutiny and sensitivity to the figure in contemporary life. He often explores allegorical themes, portraiture and still life within his painting. Also apparent are references to contemporary Classical Realism, Restructured Realism, 19th century Romanticism & Dutch Genre painting. Zarahn Southon's works are a perfect example of how outside cultures and themes can thread together and influence our local artists.

Keep an eye on the parnell.net.nz for updates.

YARN BOMBED LANEWAYS

Yarn bombing takes the most 'matronly' craft that's currently making a 'comeback to cool' (knitting) and the most maternal of gestures (wrapping something cold in a warm blanket) and transfers it to the concrete and steel elements of an urban streetscape. Hydrants, lampposts, mailboxes, bicycles, cars — even objects as big as buses and bridges, and for Artweek In Parnell? Laneways!

Laneway 1 - 225 Parnell Road, Stitch and Bitch Lounge Café entry, . Laneway 2 - 237 Parnell Road .leading to Elephant House.

PARNELL HERITAGE

Parnell Heritage's purpose is to further the preservation, study, knowledge and information about the heritage of Parnell, with an emphasis on the people, space, buildings, natural environment and history, all of which combine to define the heritage of Parnell.

Parnell Heritage welcomes new members and supporters to its interesting events and provides all an opportunity to purchase the Parnell Journal - full of lively stories and features about Parnell, Auckland's first suburb.

Enquire about joining here: enquiries@parnellheritage.org.nz

HAVE YOU HEARD? CHRISTMAS IS COMING TO PARNELL

THIS COMING CHRISTMAS, PARNELL WILL BE THE SPACE TO BE FOR 'THAT FESTIVE FEELING'. THE PARNELL BUSINESS ASSOCIATION IS INVESTING IN CUSTOM DESIGNED STREET POLE 'MOTIFS', ESPECIALLY DESIGNED AND MANUFACTURED JUST FOR PARNELL. VISIBLE BY DAY AND NIGHT TO GUIDE VISITORS UP AND DOWN PARNELL ROAD LIKE NO CHRISTMAS EVER BEFORE.

The Pohutukawa Tree with its crimson flower has become an established part of the New Zealand Christmas tradition. This iconic Kiwi Christmas tree, which often features on greeting cards and in poems and songs, will feature on Parnell street light poles. Representing that "Kiwi Christmas" we all know and love in Auckland's first suburb. Starting in Parnell Rise and finishing up at George Street, the Pohutukawa Christmas lighting decorations will no doubt leave us all feeling festive!

Not only will the lighting up and down Parnell Road encourage people to visit Parnell and do their Christmas shopping here...The fact that Auckland's first suburb will be the location of our City's only interactive giant Christmas Bauble smack bang in the middle of Heard Park might also have something to do with it...! Locals and guests alike will no doubt love to view the bauble with family and friends and spread the word that Parnell is the space to be this Christmas. The bauble will be in Heard Park from late November through to early January 2019.

NEW TO PARNELL

EDISON CLINIC

79A, ST GEORGES BAY ROAD
09 218 9238

Edison provides clients with truly personalised health care. Combining world-class doctors and health professionals, with advanced medical testing and technology. Their system integrates genetics, epigenetics, functional medicine and technology to personalise and optimise health and performance. Their vision is to take personalised health to a completely new level by delivering a seamless, proactive and integrated approach that ensures quality of life, longevity and optimal health and performance.

NEWTON ANDREWS GALLERY

245 PARNELL ROAD
027 350 5029

Moving from Devonport to Parnell, Newton Andrews Gallery has over 40 years of experience collecting and trading in early antique prints, maps, paintings and photography. Newton Andrews is the leading specialist for New Zealand related material.

THE WHITE ROOM

2 STANLEY STREET
09 379 9845

Parnell welcomes one of Auckland's newest and most exclusive event spaces, The White Room. Whether it be a wedding, an exhibition, a private event, public event, or a corporate event. To truly 'wow' any guest, The White Room is the Space to be seen.

MERRY MUMBAI

115 PARNELL ROAD
09 377 7898

Parnell's latest new opening will whisk you away to the streets of India without even leaving your dining table. Welcome Merry Mumbai, a brand spanking new restaurant that's set to transform the way we think about Indian cuisine. Brought to us by chef Makarnd Karkhanis, who has put his many years of experience to good use to bring us culinary classics like we've never seen them before. The jam-packed menu features so many masterpieces, you'll find yourself spoilt for choice.

HELLO MISTER

1 FARADAY STREET
09 303 0522

Hello Mister, led by Co Founders Jason Kit and Michael Lee, Hello Mister has been introduced to change the standards of 'fast food' in New Zealand. Offering experiences and flavours unlike any other, Hello Mister prides itself on its values and beliefs, ensuring all processes stay true to the Hello Mister brand and every meal, as authentic as it is delicious.

ASAHI GROUP HOLDINGS

96 ST GEORGES BAY ROAD
09 837 6740

Asahi Beverages is one of the leading beverage companies in Australia and New Zealand.

Asahi Beverages was formed in 2014 when the operations of the Schweppes Australia and Asahi Premium Beverages businesses were integrated. Later that year, the integration was expanded to include Independent Liquor in New Zealand.

With a rich and varied history, Asahi Beverages markets quality alcohol and non-alcohol beverages, boasting a strong portfolio of established household brands and innovative, new-to-market products.

AUCKLAND MUSEUM

SECRET WORLD OF BUTTERFLIES

Be awed by nature at Auckland Museum. Thousands of stunning butterflies from around the world are on display for the first time in a spectacular exhibition at Auckland Museum. Be amazed by a kaleidoscope of colour and pattern in this family-friendly exhibition that reveals unbelievable butterfly facts and is packed full of interactive activities.

Secret World of Butterflies explores the science of butterflies such as metamorphosis, anatomy and habitat and is perfect for young explorers and lovers of the natural world. These butterflies will be displayed in 111 trays, and will change out twice during the show, with 333 trays featuring some 6,000 butterflies over course of the exhibition. On now and ends in May 2019.

DÉCOR

PARNELL, YOUR INTERIOR DESIGN DESTINATION

As Auckland's unofficial design district, those in search of interior inspiration know to head to one place only — Parnell.

In a celebration of our suburbs design-rich offerings, Parnell Business Association offered a $3,000 shopping spree to all those who entered the 2018 'Parnell, the Interior Design Destination Competition' in partnership with Denizen – Modern Living and now, one lucky individual, drawn form a record number of over 5,000 entries is spoilt for choice when it comes to spending her winnings!

Boasting an impressive number of design outlets with an exciting mix of both local and international brands, every aspect of the home's interior can be catered to. From textiles to designer furniture, exquisite lighting, tiles, textiles, world-class kitchens, bedding and beautiful artefacts, there's no shortage of material with which to be inspired in the pursuit of invigorating your home. Thank you to all the participating Parnell suppliers who helped make this year's competition the best yet!

2018 Parnell, the Design Destination winner: Katarina Charles

B2B – BUSINESS EVENTS

GROWING YOUR BUSINESS IS OUR BUSINESS

UNDERSTANDING MARKET TRENDS IS KEY TO GROWING BUSINESS AND KEEPING ANY SUBURB RELEVANT, SO THE PARNELL BUSINESS ASSOCIATION LAUNCHED THE 'BUSINESS SEMINAR SERIES'.

JUNE

WECHAT-ED 'CHINESE MEDIA'

The Parnell Business Association engaged with Pay Plus and the Chinese Herald to partner with us for this beneficial event. The 'Business Growth and WeChat seminar' was exclusive to Parnell businesses who wanted to know how to engage with the Chinese customer and in turn, grow their business.

2% of all transactions in China are made from a mobile phone, 90% of these are WeChat Pay & Alipay, and this trend is moving to NZ. So, to make payment seamless and convenient for Chinese tourists or those who locally use WeChat or Alipay, the Parnell Business Association launched a WeChat mini site. The site is linked to WeChat and several Parnell businesses have come on board and now offer the consumer payment options across both platforms.

JULY

HOW TO 'SPEAK MILLENNIAL'

The Urban List recently created an Insights presentation looking at what they know about millennials and how this group is shifting culture.

In this new presentation, they dove deeper into millennial decision-making, and how their habits have been changing culture. From money, travel, to health, shopping and career. These insights are suitable for any brand, retailer or business who consider millennials a target audience and we were lucky to have Sarah Lynch, Sales & Partnerships Manager NZ from The Urban List provide the opportunity to Parnell Business Association members who want to further connect with the 'millennial market' to get the update on their findings!

OCTOBER 18TH

A PERSONAL VISIT FROM THE EMA

Alan McDonald, the GM of Advocacy for the EMA leads their central and local government relations and campaign programmes. He also oversees Export NZ in the Upper North Island. At the October B2B event, Alan will discuss some of the international and local factors that may influence the business outlook in New Zealand over the next 6-12 months and touch on the raft of legislation that is currently driving uncertainty in business confidence.

The EMA is closely involved with local and central government on the key issues facing transport and housing in Auckland. Plans for trams, rail expansion, a switch from road to rail emphasis, a fresh approach from Auckland Transport and the potential for new Urban Development Authority proposals to over-ride existing planning documents all potentially have significant impacts for Parnell.

Keep an eye out for your invite.

CHECK YOUR UPDATED TRAIN TIMETABLE

THERE ARE NOW MORE SERVICES STOPPING AT PARNELL, AS ALL WESTERN AND SOUTHERN LINE TRAINS WILL NOW STOP AT PARNELL.

In addition there will be increased weekend frequency. This is due to the fact that the Auckland Transport (AT) have closed the railway level crossing in Sarawia Street and have now built an overbridge, linking Laxon Terrace with nearby Cowie Street. Onehunga line services still do not stop at Parnell.

Please check times carefully before you travel as some departure times will be earlier and train times have changed across the network. For all timetable updates, head to the below link: https://www.parnell.net.nz/parnell-train-station-timetable-changes/

SOCIAL EVENTS

JULY

THE IVY HOUSE

The July B2B was all about celebrating Parnell as the 'Design destination' in Auckland.

As one of the newer interior decor 'kids on the block' The Ivy House invited all Parnell Business Association Members to raise a glass and join them in launching their 2018 collection on Wednesday 18th July.

A wonderful night was had by all, so many thanks to The Ivy House!

PARNELL BUSINESS ASSOCIATION COMMITTEE MEMBERS

CHAIR
Paul Van Dorsten
Haworth by Europlan

EXECUTIVE COMMITTEE

Brendan Drury
House of Travel/ Orbit

Carey Oldfield
Milly's

Jason Galea
Masfen Group

John Bardebes
New York Properties

John Coutts
Landowner

Ken Crosson
Crosson Architects

Lisa Caughey
Elephant House

Lisa Stone
Ray White

Martyn Hamilton
Property Supervisors

Ricky Reddy
Zenith Interiors

TREASURER
Chris Lynch
Lynch & Associates

LOCAL BOARD REPRESENTATIVE
Vernon Tava

MEET THE PARNELL BUSINESS ASSOCIATION TEAM

Cheryl Adamson
General Manager
cheryl@parnell.net.nz

Rachel Douglas-Bell
Digital Membership Manager
info@parnell.net.nz

Carolyn Keep
Marketing & Communications
carolyn@parnell.net.nz

2-4 York Street
Parnell
09 379 0606
www.parnell.net.nz

ADVERTISE

IN THE NEXT PRINTED NEWSLETTER

Want to build brand awareness/ increase exposure to your business? The Parnell Business Association newsletter is delivered to all our members four times a year.

For enquiries and to secure a spot in the next issue email **carolyn@parnell.net.nz**

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

Cover Image Location: GoodFor, Parnell