THE SPACE TO BE

NEW MEMBERS WELCOME PACK

WELCOME TO PARNELL

Welcome to Parnell, The Space to Be!

Parnell has many qualities that make it an excellent place to work. Located on the city fringe, Parnell enjoys the benefits of its central location without the overwhelming bustle of working in the CBD.

Parnell is home to many heritage buildings and cobbled alleyways, giving the suburb a distinct character like no other! Parnell is also known for its hospitality scene, and is home to a plethora of cafes, bars, and restaurants serving a variety of cuisines.

We hope you enjoy business success in our lovely suburb, and that this membership guide will be of use.

www.facebook.com
/ParnellTheSpaceToBe

www.instagram.com
/parnellauckland/

www.linkedin.com
/company/parnell-inc-/

ABOUT PARNELL BUSINESS ASSOCIATION

The Parnell Business Association is a not-for-profit Incorporated Society which currently represents over 1,100 member businesses in the Parnell precinct.

The association operates under their own constitution and the relationship between Auckland Council and the business association is guided by a BID Policy, which was updated in 2022.

We provide a wide range of services for members including the promotion of Parnell as a business and shopping area, hosting events to attract people to the precinct as well as member networking events and regular member communication.

Our website offers not only a free business directory for our members but in addition is the 'voice of Parnell,' offering the most comprehensive source of information on 'must see' attractions, local events, heritage, exhibitions and the necessary basics such as public transport and parking.

The Parnell Business Association's goal is for Parnell to be the most sought-after Auckland City fringe precinct in which to do business.

ADVOCACY AND REPRESENTATION

Our advocacy objective for Parnell is to make it accessible, legible, liveable and safe for both local and visitors.

We continually lobby to influence transport decisions, parking provisions and the delivery of a desirable public realm.

Advocacy is a fundamental service provided by the Parnell Business Association to its members, and the vast number of policy documents requesting feedback reflects the continued importance of providing a strong, consistent and united voice for local business.

Auckland Council and Auckland Transport often use the business associations (BIDS) as a vehicle to disseminate information. Unfortunately businesses not part of a BID are very often excluded unless they have prioritised channels of policy information, often through contracted services.

We prepare submissions on all major council policies and budgets. While a feedback loop and public consultations are adequately provided for via the “Have your Say” websites of Auckland Council and Auckland Transport, most businesses find the documentation confusing and very time consuming to respond to.

Parnell, by its very nature an important fringe suburb, will continue to face infrastructure, transport and policy challenges. Representation in the next few years will necessitate creating a balance between the needs of business and the march of progress, and getting to grips with some of the macro issues that impact on our precinct.

CRIME PREVENTION AND SECURITY

Security

Security patrols are provided in Parnell by Platform 4 Group (P4G). This includes a dedicated day patrol guard from Tuesday—Saturday, 10am-6pm, and a night patrol service that operates from 6pm-6am, 7 days a week. Members also have 24/7 access to P4G by calling 0800 308 003.

As part of our Crime Prevention Programme, we run a closed WhatsApp group, which allows us to quickly distribute both images and videos of known or suspected offenders in the Parnell area, while still maintaining privacy protocol. Should you or other staff members in your business wish to join, reach out to admin@parnell.net.nz.

CCTV

Parnell Business Association have contributed towards a strategic level of CCTV deployment with monitoring via remote access. Any business or landowner in Parnell who has an external public space camera could potentially link that camera into the system, if the system software is compatible.

Our cameras are linked via a dual feed to NZ Police as well as being monitored during certain hours within the Newmarket Police Station.

Should you or your business be the victim of crime please reach out to us via email to Rachel: admin@parnell.net.nz as we may be able to assist with CCTV footage. Please be sure to include as much information as possible (date/time/description etc). Please also be sure to include the Police Reference Number. We work closely with NZ Police and regularly update them on trends that we have noticed in and around Parnell.

MARKETING AND PUBLICITY

Our goal is to promote Parnell as 'The Space To Be' by hosting annual events and awareness promotions.

We have a robust online presence with dominant search traffic using 'Parnell' plus an interactive site hosting over 900 business listings, which are a mainstay for many small businesses with limited online presence. Our mailing list has more than 12,000 subscribers, and is a key channel for promoting upcoming events, new businesses, and news.

We are active on social media, using Facebook, Instagram and LinkedIn to publicise events and businesses in the area. Each member is responsible for creating and implementing their own marketing, while we try to assist with extending your marketing reach via the digital platforms at our disposal. We rely on the interest you draw via your own social media platforms, plus how you keep us informed of your activity.

Please contact marketing@parnell.net.nz in this regard.

We organise annual activations and promotions that raise awareness and drive visitation, including food truck nights, winter light installations, annual hospo and décor campaigns, and a Christmas promotion. Many of these are promoted through external media sources in order to extend our reach.

MEMBER COMMUNICATIONS AND NETWORKING

We assist and guide the development and advancement of your commercial interests via email communications, networking events, and information sharing, thus boosting the welfare of the business community.

At regular intervals, the Parnell Business Association hosts Business-to-Business Network Events and extends invitations to all members via email. The event is organised and promoted by the Parnell Business Association while the host company covers the venue and catering costs and has the opportunity to showcase their business to other members.

We also host seminars and webinars suited to different sectors, including resilience training, ecommerce support, and industry updates.

The Parnell Business Association also places a strong emphasis on sustainability. We create video resources designed to educate and inform businesses, and the people in them, on how to practically implement some sustainable actions, as small incremental changes DO make a difference.

To register your interest in hosting a Business Showcase, please email office@parnell.net.nz

PHYSICAL ENVIRONMENT AND STREETSCAPES

We are here to capitalise on both the natural and historic significance of Parnell and be sensitive to issues that may impact on the physical enviroment such as tagging and dumped rubbish.

We constantly promote the historical significance of Parnell in association with key surrounding assets such as the Auckland Domain, Auckland War Memorial Museum, the Rose Garden and Judges Bay, encouraging exploration and patronage.

We also take part as key stakeholders in local area plans such as The Parnell Plan which was launched in 2019. Five key action areas were identified in the Parnell Plan as priority locations where investment in mainly physical and environmental improvements can achieve transformational change.

In addition we regularly report incidents that impact negatively on the visual amenity of Parnell such as graffiti and dumped rubbish.

MEMBERSHIP AND ASSOCIATE MEMBERSHIP

Membership

All businesses located in commercial premises within our BID geographical boundary are eligible members of the association at no additional cost. New businesses in the area need to validate their membership by registering via our website: parnell.net.nz

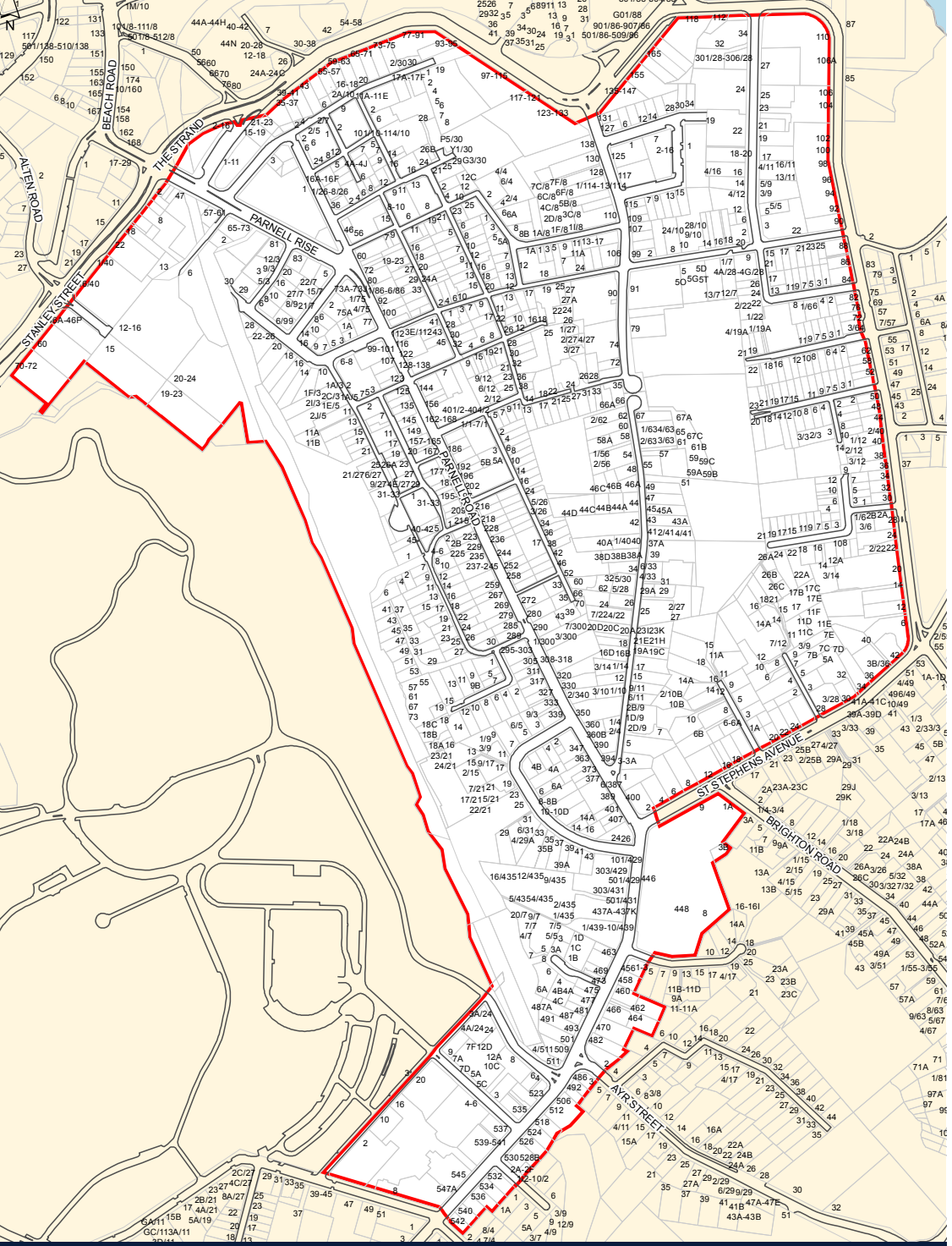
All members are entitled to a free full-page directory listing on our website, including web and social links, photos and information that you feel best reflect your business.

Associate Membership

Associate Membership is welcomed from businesses located in the wider Parnell precinct who value the opportunity to interact and network amongst Parnell Business Association members.

While most of the commercially rated properties in Parnell are included in the BID Boundary, many residential properties host small businesses to whom it would be an advantage to become an Associate Member.

If you are interested in joining, please contact admin@parnell.net.nz. A nominal annual charge applies.



PARNELL BOUNDARY MAP

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