

# THE FRINGE DISTRICT

## THE PLACE TO BE YOURSELF

(the 43rd coolest suburb in the world - as reviewed by TIMEOUT)

THE  
**FRINGE**  
DISTRICT

# AGM 2022

KINGSLAND  
EDEN PARK  
MORNINGSIDE

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THE PLACE TO BE



SHORT MACHIATO 3.5  
PICCOLO AMERICANO 3.5



ALL COFFEE SERVED DOUBLE SHOT

CHAIOMILE 4.5  
**HOT DRINKS** 3.5  
HOT CHOCOLATE 4.5  
CHAI LATTE 4.5  
LEMON-HONEY GINGER 4.5  
MATCHA LATTE 4.5  
FLUFFLY 2.5

**EXTRAS** ALL 60¢  
ALMOND, SOY, COCONUT  
XTRA SHOT, CREAM, MILK  
HONEY, LARGE, CARAMEL  
VANILLA, HAZELNUT  
DECAF 35¢ OAT 10¢

**ICED DRINKS**  
ICED COFFEE 6.5  
ICED CHOCOLATE 6.5  
ICED MACHACINO 7.5  
ICED AMERICANO 5.5  
ICED LATTE 6.5

HOLDS, SAV/PINOT NOIR  
DELTA CHARDONNAY  
BIG BUNCH PINOT GRIS  
**BUBBLES**  
MAHI ROSÉ  
HOUSE SAIRAZ  
**SPIRITS** 10  
RUM, VODKA, GIN, WHISKEY

THE LAW



RUSSIAN FUDGE 1.5

CHOCOLATE SAUCE 1.2



MENU ↓



TIPS

MANAGER ON DUTY  
JAMES GIBSON  
HARLAN PEPPER FOOD CO



## Your 2022 AGM Pack

1. AGM Agenda 2022
2. Provisional Minutes from previous AGM, Tuesday 23 November 2021
3. Chairmans Report 2022
4. Treasurer's Report 2022;
5. Proposed 2023-2024 budget
6. Proposed Business Plan for 2023-2024
7. Manager's Report 2022

Additional Documents attached to digital mailer;

All individual documents above, as well as;

8. Audited Financial Statements for year ending 30th June 2022
9. Social Media Report 2021-2022

Auckland Transport

- 10-12. Positional Statement to AT, Connected Communities, KROP Dec21



KINGSLAND  
EDEN PARK  
MORNINGSIDE

THE PLACE TO BE



## 2022 AGENDA - ANNUAL GENERAL MEETING

**For the Kingsland Business Society Incorporated, known as The Fringe District  
Held Nectar Bar, above The Kingslander, 470 New North Road, Kingsland  
Tuesday 25 October 2022 - Welcome from 6pm - Meeting commences 630pm**

### **1. Welcome and introductions.**

### **2. Attendance and apologies**

RESOLUTION 1: That apologies be received

### **3. Confirmation of Minutes from previous AGM.**

#### **• Present 2021 AGM minutes for confirmation.**

RESOLUTION 2: That the provisional minutes of the previous AGM held Tuesday 23 November 2021 be confirmed as a true and correct record of the business transacted.

### **4. Presentation of Chairperson's report**

#### **• Present Chairperson's Report for period 1 July 2021 - 30 June 2022**

RESOLUTION 3: That the Chairperson's Report for 2021 - 2022 be received.

### **5. Presentation of Treasurer's report**

#### **(a) Proposed Budget for 1 July 2023 to 30 June 2024.**

RESOLUTION 4: That Kingsland Business Society Inc. move to approve the following financial year (2023-2024) draft budget which includes a BID targeted rate grant amount of \$245,067.90 including a 3% increase, or \$7137.90 increase to the BID targeted rate grant for 2023-2024 financial year.

We further ask the Albert Eden Local Board recommend to the governing body the amount of \$245,067.90 be included in the Auckland Council draft 2023-2024 annual budget consultation process.

#### **(b) Proposed business plan 2023-2024**

RESOLUTION 5: That Kingsland Business Society Inc. adopt the proposed 2023/2024 business plan.

## 6. Presentation of Manager's report

### • Present a review of activities for the period 1 July 2021 - 30 June 2022.

RESOLUTION 7: That the Manager's Report for 2021-2022 be received.

## 7. Election of Executive Committee

### (a) Committee nominees - to elect up to 11 members to the Executive Committee for 2022/2023.

RESOLUTION 8:

Appoint Jasmin (Jazz) Zieden elected to the Executive Committee for 2022/2023.

Appoint Kate Simkiss elected to the Executive Committee for 2022/2023.

Appoint Rachel Hawes elected to the Executive Committee for 2022/2023.

Appoint John Arkley elected to the Executive Committee for 2022/2023.

Appoint Steve Gillett Treasurer elected to the Executive Committee for 2022/2023.

### b) Chairperson – will be elected by a general member vote from the Executive Committee appointed in item 8a above.

RESOLUTION 9: Appoint Steve Gillett as elected and appointed as Chairperson for 2022/2023.

RESOLUTION 10: Continue to elect the Chairperson by a general member vote for the following year's election (2023 AGM) and all subsequent elections.

### c) Treasurer and Secretary – at the 2020 AGM the membership agreed to elect and or appoint the Treasurer and Secretary by the Executive Committee at their next meeting.

RESOLUTION 11: Continue to elect and or appoint the Treasurer and Secretary at a meeting of the Executive Committee for the following year's election (2023 AGM) and all subsequent elections.

## 9. Appointment of Auditor for the financial year ended 30 June 2023.

RESOLUTION 12: Appoint William Buck Christmas Gouwland as auditor for the 2022/2023 financial year.

## 10. General Business





# PROVISIONAL MINUTES - ANNUAL GENERAL MEETING 2021 KINGSLAND BUSINESS SOCIETY INCORPORATED

Held at via Zoom (at current Level 3 Alert settings) Tuesday, 23 November 2021, at 6.00pm

## 1. Welcome and introductions.

## 2. Attendance and apologies

Apologies –

Rachel Hawes – Board Member - Ray White – The Locals

Kendyl Smith – Local Albert-Eden Board

Attendees –

Steve Gillett – Board Member & Chairman – the Kingslander

John Arkley – Board Member – Race Brakes

Paul Dennis – Board Member & Treasurer – Forge Media

Jazz Ziedan - Board Member – Base FM

Kate Simkiss - Board Member – Eden Park

Will McKenzie – KBSI Rep, Local Alert Eden Board

Lee Corrick – Chairperson – Local Albert Eden Board

Margi Watson – Deputy Chair – Local Albert Eden Board

Ashley Medcalfe – Assistant Manager – The Fringe District

Claire Baxter-Cardy – Manager – The Fringe District

RESOLUTION 1: Apologies and attendees were received

Kate Simkiss / Jazz Ziedan

Carried

## 3. Confirmation of Minutes from previous AGM.

RESOLUTION 2: The provisional minutes of the previous AGM held Thursday 19 November 2020 were received and approved as a true and correct record of the business transacted.

Paul Dennis / Steve Gillett

Carried

## 4. Presentation of Chairperson's report

RESOLUTION 3: That the Chairperson's Report for 2020 - 2021 was received.

John Arkley / Paul Dennis Carried

## 5. Presentation of Treasurer's report

(a) RESOLUTION 4

i) That the Treasurers report was received and accepted, approving the Financial Report and Audited report to 30 June 2021.

ii) That Kingsland Business Society Inc. received and approved the 2022/2023 budget which includes a BID target rate grant of \$237,930.00, noting there will not be an increase to the BID targeted rate grant for 2022/2023. Albert Eden Local Board representatives were asked to recommend to the governing body the amount of \$237.930.00 be included in the Auckland Council draft 2022 / 2023 annual budget consultation process.

Kate Simkiss / Jazz Ziedan

Carried

(b) RESOLUTION 5: That Kingsland Business Society Inc. received and approved the 2022/2023 business plan.  
Steve Gillett / Kate Simkiss Carried

(c) RESOLUTION 6: That Kingsland Business Society Inc. received and approved the proposed 2022/2023 indicative budget.  
John Arkley / Jazz Ziedan Carried

### 6. Presentation of Manager's report

RESOLUTION 7: The Manager's Report for 2020-2021 was received. Paul Dennis / Kate Simkiss Carried

### 8. Election of Executive Committee

(a) RESOLUTION 8: The Committee Members were elected as below for the 2021/2022 period:

Appoint Jasmin (Jazz) Zieden elected to the Executive Committee for 2021/2022.

Appoint Kate Simkiss elected to the Executive Committee for 2021/2022.

Appoint Rachel Hawes elected to the Executive Committee for 2021/2022.

Appoint John Arkley elected to the Executive Committee for 2021/2022

Appoint Paul Dennis as Treasurer elected to the Executive Committee for 2021/2022

Jazz Ziedan / Steve Gillett Carried

b) RESOLUTION 9: Steve Gillett was elected and appointed as Chairperson for 2021/2022  
Paul Dennis / Kate Simkiss Carried

RESOLUTION 10: Continue to elect the Chairperson by a general member vote for the following year's election (2022 AGM) and all subsequent elections.  
Paul Dennis / Kate Simkiss Carried

c) RESOLUTION 11: Paul Dennis was elected and appointed as the Treasurer and Secretary to the Executive Committee for 2021/2022.  
Jazz Ziedan / Kate Simkiss Carried

### 9. Appointment of Auditor for the financial year ended 30 June 2022.

RESOLUTION 12: William Buck Christmas Gouwland was appointed as auditor for the 2021/2022 financial year.  
Paul Dennis / Kate Simkiss Carried

### 10. General Business

The board thanked Albert-Eden Board for their continued support

With all acknowledging it had been an incredibly challenging latter half of 2021

The Fringe District is looking forward to being fully re-opened next Friday 3 December

The meeting concluded at 6:54pm.

THE PLACE TO EAT AND DRINK



THE  
**FRINGE**  
DISTRICT

**AGM**

## CHAIRMAN'S REPORT FY2022

Welcome to our 2022 Annual General Meeting of the Kingsland Business Society Incorporated, also known as The Fringe District. Kingsland Business Society was formed in 2005 as an incorporated society by businesses in the Kingsland village that wanted to work together on shared promotions and events.

In 2010 we established ourselves as a BID "Business Improvement District" with businesses in the wider area of the 'Kingsland Enterprise Corridor' - New North Road adjacent to the railway line and surrounding streets from Dominion Road to Morningside - voted to form a Business Improvement District (BID) in partnership with Auckland Council, representing some 360 or so businesses across three suburbs of Kingsland, Eden Park, and Morningside.

Our Manager, Claire Baxter-Cardy came on board in 2017 and recognised the need for the suburbs in the 'Kingsland Enterprise Corridor'; Kingsland, Eden Park and Morningside to be recognised both individually and collectively, and presented to our board with the concept of The Fringe District. The Fringe District is a collective name given to our BID that represents where we are, and who we are.

Well 2022 has been a year of rebuilding businesses after the Covid and lock downs. Many businesses now struggling with staff shortages and changes to the business landscape due to new 'norms' of working from home. In speaking with other business owners trade is coming back stronger and a higher amount of optimism is apparent. Kingsland I feel is more insular than our city centric neighbours and gaining a lot of support from locals shopping, eating and drinking local.

We have had a busy revival from March this year with Events reopening at Eden Park and we have enjoyed the freedom of date nights, hospitality businesses Friday Flavour promotions, 'our people our stories' and our weekly \$100 business promotions.

The Board and management team have worked through our strategic plan and adjusted accordingly with the advent of Covid, having to adjust advertising, date nights, business promotions to fall within requirements. A big thank you to Paul Dennis who has been our treasurer for the past 6 years and has left to set up business in Queensland. We wish him well in his new endeavours.

With the second round of lock downs due to Delta from August last year has meant a lot of hardship for many businesses in the Fringe, resulting in closures and many struggling businesses.



We have been vigilant in supporting our members with updates and information and changing our tact to support our businesses as best we can. We are united in the fact that we will continue to help and support our Fringe District members and continue to promote The Fringe District ... to be the Best we can Be!

With the cancellation of an Eden Park Xmas with a predicted 500 strong contingent of local school choirs, and our largest commitment of food trucks and stalls last year we turned our attention to bringing a little Xmas cheer to the village and through a lot of work from Claire and Ashley we purchased and set up an eight metre Xmas tree. Again this year we have had to postpone Eden Park Xmas but with our great ability to pivot and adjust have been able to find our school choirs a slot in the Farmers Santa Parade and will again erect our Xmas tree in the plaza for the Xmas period, coupled with a visit from Santa Claus.

It is great to have had Kingsland depicted as a top 50 “coolest suburbs in the world” by Timeout Magazines’ index survey, it shows the hard work that all our businesses put in to make our area unique, attractive, appealing and of course “cool”.

We thank Albert-Eden Local Board for their continued support of our community. We thank Auckland Council for their continued support, and collaborative approach on the new BID Targeted Rate Grant Agreement, which we have signed for the 2022-2025 period. We will work hard in the coming months to ensure any required changes to our constitution are met, and will present such findings to members at a SGM.

I would like to acknowledge our voluntary Board Members for contributing their time, passion, skill sets, and leadership given to our business community and neighbourhood over the past 12 months, Claire Baxter-Cardy for managing operations and events on behalf of our board, Ashley Medcalfe (who will be leaving for 6 months maternity leave post AGM) who has done an amazing job in assisting Claire and our members who support us.

I look forward to the continued roll out of the great initiatives in play by our team.



Steve Gillett, Chairman



THE PLACE TO WORK



## TREASURER'S REPORT FY2022

We commenced the YE Jun 2022 (FY22) financial year with \$54,820 in total accumulated funds. We ended the year with \$87,876 in Total Accumulated Funds.

For further context of FY22 (FY21 comparative) we report:

- Bank Account Funds at 30 June 2022 are \$132,754.66 (FY21 \$102,809)
- Deferred income FY21 is \$59,483 (FY20 \$59,483 – this is a reduction to Total Accumulated Funds as some of our Grant revenue was received that relates to FY23)
- Retained earnings FY22 is a surplus of \$33,055 (FY21 was a deficit of \$4,597)

Our FY22 budget targeted spending more than our annual income to reduce the closing balance to a lower proportion of annual income (one quarter of Grant Income), however, was countered by the inability to hold in-person events. With Covid impacts to planned events and promotions we under spent versus budgeted expenditure - \$33,055 under spent this financial year. In the period our income remained the same as FY20, where we had sought and had approved by council for our quarterly grant income

In FY22-23 we are budgeting to spend more than our Annual Income on a number of fronts:

- Continued commitment to media to draw customers back into The Fringe District and promote events
- Increased marketing and advertising budget from \$49,261 to \$61,960
- Increased in-person activities / fixtures from \$61,470 to \$95,000
- Increased membership enhancements from \$42,888 to \$48,688

This FY23 Financial Plan will closing total accumulated funds to \$50k – similar to our quarterly income (\$57k) – which the Board believes is a prudent amount to have in reserve should we need to call on the funds.

In closing this financial update I would surmise that The Fringe District remains in a very healthy financial state with plans to continue to support our member base as businesses seek to recover in an economy following the very real impacts of an extended Auckland wide lockdown.

Would like to thank Paul Dennis who has been our treasurer for the past 6 years and has now moved to Queensland to start a new business. We wish him well in his new endeavours.

I will stand in as treasurer until a new appointment is made.



Steve Gillett, Treasurer





## PROPOSED BUDGET 1 JULY 2023 - 30 JUNE 2024

The Kingsland Business Society Inc. move to approve the following financial year (2023-2024) draft budget which includes a BID targeted rate grant amount of \$245,067.90 including a 3% increase, or \$7137.90 increase to the BID targeted rate grant for 2023-2024 financial year.

We further ask the Albert Eden Local Board recommend to the governing body the amount of \$245,067.90 be included in the Auckland Council draft 20223-2024 annual budget consultation process.

### **Proposed Revenue -**

BID Targeted Rate	\$237,930
BID Targeted Rate 2023/2023 3% increase	\$7,138
Local Board Funding	\$12,000
Other Income	\$1,380
Sponsorship / Funding	\$30,000
GST refunds	\$20,000
Interest Income	\$-
Total Income	\$308,448

NOTE > Full spreadsheet of proposed budget and spend has been provided in additional documents.

# PROPOSED BUSINESS PLAN 1 JULY 2023 - 30 JUNE 2024

The focus for the end of 2022-2023 periods, and into the 2023-2024 periods is to:

- Increase the overall visibility of The Fringe District;
  - A) Use multiple platforms for advertising and marketing; print, digital, social, magazine, and in-person activity
  - B) Free in-person activities or events that target, and bring a wide range of audiences into our town centres.
  - C) Ensure our streetscapes and town centres are a place to stop and visit, instead of driving through
  - D) \*An increase of in the BID Targeted Rate Grant of 3%, or \$7137.90 to assist increasing spend for visibility, (and increased costs of general expenses) see \*below
- a. Switching between a geo-targeted printed campaign, radio campaign, digital billboard, and social media so the audience has the image / event / destination presented to them across several platforms.
- b. Geo-target the campaigns to the closest targeted audience with various 'events';
  - i. Date Night engages with families & locals, and schooling communities -  
Geo-targeted around schools, parents & students pathways
  - ii. Eden Park Christmas mass choir - engage with a locals, & younger Auckland families  
Engaging with a wide selection of Auckland schools, their families, community groups
  - iii. Friday Flavours – target an online audience who like to head out for a bite & drink  
Engaging with our online presence and audience of young adults.
  - iv. Target resources / media within our neighbouring communities; The Ponsonby News, Uptown Magazine to local school newsletters – so our presence is seen across multiple communities.
  - v. Show our ability to collaborate with partners which have a big presence to increase our visibility as an active business association, a likeable neighbour, and community of passionate business owners you feel connected to, want to meet, visit, and support;
    - 1. AT (Christmas in the Plaza) – supporting families
    - 2. Eden Park (Farmer Santa Parade & An Eden Park Christmas) – supporting free events
    - 3. Eccles Entertainment (Morningside for Live) – supporting NZ music



THE PLACE TO PLAY



c. Engaging with our stakeholders and partners to ensure we are an attractive town centre and place to stop and visit;

i. Working alongside AT, Auckland Council, Local Board, Eden Park, Parks and Recreation for;

1. Good parking outcomes for all modes of transport
2. Good accessibility for all walks and stages of life on all modes of transport
3. Attractive outcomes for town centres that are fit with the eclectic nature, and mixed urban commercial architecture of our neighbourhood.
4. Ensure there are always enough parking opportunities
5. Ensure there are good, and easily accessible green spaces
6. Ensure easy connectivity from transport to footpath to businesses

ii. Increase actual visibility on main arterial routes;

1. 10M Christmas Tree
2. Fairy lights – connecting the literal dots of TFD
3. Lamp Post Flags – connecting with Auckland Unlimited
4. Greenery – Planters dotted across grey spaces
5. Small colourful murals across garage doors so when doors are closed, stories brighten the evening

• Increase the connection, resilience and confidence The Fringe District business community;

A) A well connected and diverse elected board who represent the diversity of The Fringe District.

B) Connect our people in-person with networking meetings and increased opportunity to engage.

C) Connect our businesses to TFD Champion – a business coach and mentor teaching resilience, consistent marketing strategies, and media strategies that are communicated monthly, across a 12 month period.

D) Ensure our streetscapes and town centres are a place to stop and visit, instead of driving through

E) Ensure our strategic plan is updated annually to reflect the needs and wants of the community

F) Ensure a safe and secure neighbourhood – working with our community, AT, Policing to ensure we are well connected through Safer Cities CCTV, and our destination, and access in and out is well lit, and patrolled.

- Showcase authenticity and strengths of The Fringe District;
  - A) Its people – their diverse businesses, and their stories.
  - B) Our connection to activity - sport, music, entertainment, hospitality, and people.
  - C) Keep our focus about people, our people, engaging people, and bringing people into our destination and keeping them in, and connected to our community.
  - D) Ensure a safe and secure neighbourhood – working with our community, AT, Policing to ensure we are well connected through Safer Cities CCTV, and our destination, and access in and out is well lit, and patrolled.

The spend for the 2023-2024 period is outlined in the additional document Proposed 23-24 Budget.

\* Proposed BID targeted rate grant increase of 3%, or \$7,137.90 will be allocated to;

1. Increase of costs for annual general expenses

Accountant \$900.00  
 Audit fee \$200.00  
 Communications \$170.00  
 Computing \$500.00  
 Insurance increase \$100

**Total increase in general expenses \$1870.00**

2A. Increase of costs for advertising and marketing / visibility

NZME Radio \$1260 annually  
 NZME Digital \$576 annually  
 Socials - expanding to pinterest / tik tok / whats app \$10000.00

**Total increase of costs for advertising and marketing \$2836.00**

2B. Advertising and marketing to a wider audience - increased visibility for foot traffic:

Socials - expanding to sponsored reels across instagram / facebook & increasing to tik tok / whats app \$1000.00  
 Stuff digital and Phantom Billstickers rotation \$12,000.00

**Note > Total overall increase to advertising and marketing budget from \$49,261 in FY22-23 to \$61,960 in FY23-24 of \$12,699.00 to increase message / push to a wider audience**

Portion of increase from proposed BID targeted rate grant increase \$2431.90





## MANAGER'S REPORT TO ANNUAL GENERAL MEETING

What makes our neighborhood so desirable is its people.

Their eclectic skills. Passions. Small owner/operators.

Our connectivity to trains, buses, motorway, arterial routes, cycleways and stadiums.

Those who cherish living among a fusion of urban and industrial landscapes.

And those love running their business in an vibrant community on a city fringe.

Those who love sport, music and community, and the short walk to pre and post socialising.

Those who love really good food, craft beer, and real people.

Those who love to live on the fringe of a large city.

These are the assets we campaign and continue to advocate for so the culture, look and feel of The Fringe District is continued to be preserved, and attract the story tellers it deserves.

The Fringe District is simply for friends, fans, visitors who value talent. Skill. Craft. Passion.

It has been an uneven few years for the world at large, but in many ways, a fantastic one for neighbourhoods. As we all faced our own challenges that Covid brought to the table, these were offset by a pause... A slowing of pace, that allowed space to recognise, give time to, and appreciate, what it is that makes up our neighborhoods, our backyards, our playgrounds, our local economy. We really got know the people driving our small businesses who keep our communities connected, afloat, and thriving. We all became acutely aware of what it meant to be local.

This, being small independent business, with fiercely loyal locals, was already our strength.

With great determination, and much hard work, a collaboration business owners, KBSI, locals, and fans of small independent business in The Fringe District, we strategically and organically stepped up and amplified our advocacy side by side to ensure our locals were supported, talked about, put on the map, discussed repeatedly, ensured those who drove through really saw us, so in the toughest of trials, they not only survived but were given the support and opportunity to continue to thrive.

Covid wasn't our only challenge, AT proposed changes to our neighbourhood that challenged our culture, look, feel – and access for people from all stages and walks of life. We listened to many community groups, and fought for a balanced approach in our advocacy for parking opportunity, connectivity, and accessibility to our neighbourhood alongside AT's.

It was important to us that the eclectic culture of Kingsland, Eden Park, and Morningside is retained, by fierce and passionate advocacy for small business, our streetscapes and accessibility. Now, with greater resilience, and continued support, our businesses, our community, retains its authenticity, and can continue to prosper.



## **Being Real**

Recently, Kingsland was voted the 43rd coolest suburb in the world by Timeout magazine's index survey. We think this is because it is full of real, authentic people, small business owners ensuring it is their business to know their community, and the aforementioned assets – pretentiousness is left elsewhere; here, there is always opportunity to always completely be yourself – a rare quality, that is attractive to visitors wanting an immersive experience into the culture of everyday passionate New Zealanders.

## **Pivoting back and forth, side to side**

FY 2021-2022 saw the KBSI team strengthen its message, continue to pivot, and respond to on-going restrictions with outcomes that continued to promote our destination, and tell the story of the people in our community.

With events on hold for the most part, Date Night and An Eden Park Christmas were postponed.

We pivoted to funding the purchase a 10 metre decorative Christmas Tree installed into the Kingsland Rail Plaza last Christmas and into the future, with the assistance and support of Auckland Transport. This immediately created a sense of warmth, happiness, and community for business owners, workers, commuters, locals and those passing through our destination; whether on a train, bus, car, bike, scooter, or on foot our Christmas tree lit up faces and warmed hearts.

Date Nights recommenced in 2022 when in-person activity could resume. Funded by an Albert-Eden Grant, this service has been very popular with our monthly events attracting 40-50 kids at each session. Parents, desperate for a bit of time out, have been venturing out to 1-3 venues on their dates, consciously spreading the love around. Eden Park came on board and donated a large television to Trinity Church, along with Ray White The Locals, who donated a TV stand, so at each Date Night youth are entertained with games, pizza and a big screen movie. We also found that connecting with local schools, in their newsletter was the best way to advertise and connect as a trusted service for babysitting.

An Eden Park Christmas was also postponed for 2022, returning for 2023, but again it gave us an opportunity to present our Eden Park Christmas Choir in the Farmer Santa Parade – to a much larger audience of around 80,000 people who will get to see The Fringe District, Eden Park, Suzy Cato, and 350 school children sing Christmas Carols along the parade routine, again showing our large sense of community.

We'll also have Santa and his elves visiting the Kingsland Rail Plaza the day before the Santa Parade. Santa has decided he would love to spend some time under the Christmas tree in our neighbourhood, taking photos with kids, faces painted, while being entertained by Suzy and The Madeleines.

Covid did allow for some out of the box thinking and we're delighted that Eccles Entertainment in Morningside have just announced the Morningside Live Block Party on Waitangi Weekend 2023; a collaboration of music, food, brews and community. With the help of local businesses, Albert-Eden Local Board, KBSI, and the connections Eccles has with artists, we are bringing music to the streets, literally, with headline act Fat Freddy's Drop. This NEW family friendly event will bring an eclectic audience into the community and provide an intimate opportunity to see bands rotate throughout the day in our hood. The event is set to be calendared annually, with a philanthropic element that will see Eccles donate a large mural, (or likes of) to the community.





And we can't forget that Eden Park now has music too. We advocated strongly for this.

It's a huge asset to have a multi-purpose stadium in our neighbourhood. It introduces an entirely new audience and patronage to our community. More people now know how easy it is to hop on and off the train, and head into Kingsland and Morningside before and after sporting and music events at Eden Park than ever before. Between the hugely successful Rugby World Cup, Te Matatini, a busy concert calendar over the summer and the Football Women's World Cup coming up in 2023 it is shaping up to be another big year of events at Eden Park.

#### **The Horizon**

We continue to look the horizon, not at our feet. Having an adaptable strategy, and pivoting quickly, has enabled us to be confident, and create confidence.

And that's an attractive destination.

Claire Baxter-Cardy  
Manager  
The Fringe District





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