

Annual General Meeting Executive Committee Report to Members of The Karangahape Road Business Association Inc. 1924

*AGM, 6pm Tuesday 30 November, 2010. Alleluya Café & Bar, 179-183 Karangahape Road
Most Figures quoted include GST, some are Grants No GST applies*

INITIATIVES AND PARTNER PROJECTS DEC 09 - NOV 10

Destination Marketing & Promotions

- Ponsonby News - K Road full page – 16,987 copies distributed monthly & monthly e-mag
- www.kroad.com – 6,737 visitors during Oct 2010
- Auckland Shopping Guide – Ads – 650,000 print run
- FIT visitor map, Ad - backpackers map – 80,000 print run
- “Wake Up To K Road” campaign – Nov/Dec 2010 - television commercial (tvc) - Maori Television & promoted virally across digital platforms
- “Wake Up To K Road” 2011 Calendar – 10,000 – Ponsonby News Promoted viral &
- “Destination NZ” Air New Zealand in-flight video (all international arrivals)
- Tourism Auckland Link Bus Map – 100,000 print run
- Vintage Fashion Shopping Guide – 15,000 print run
- PR – Numerous print and online articles throughout the year

Business Development

- Ironbank has won numerous awards here and overseas along with a string of other awards and recognition for other K Road businesses
- Ongoing articulation of brand story and creation of dynamic relationships
- Review of Strategic Plan & development of Social Media Strategy
- Business e-news - approx. 10 per year
- Creative networking night – 80 attendees
- K Road Alcohol Accord – 40 attendees
- Super City Presentation by Mayor John Banks – over 40 attendees
- AGM 2009

Heritage

- Heritage planning (pending) – to lodge into Auckland Council for Auckland Spatial Plan
- Guided Heritage Walks during the year – 160 walkers
- Heritage Talks – 120 people
- Heritage Walks Brochure – 10,000 printed (2009) – still being distributed
- Auckland Heritage Festival 2010 – 345 walkers

Environmental Planning

- Refurbishment of Karangahape Road over-bridge – \$1,450,000 negotiated. Detailed design stage – opens April 2011
- Security day – continued. Now includes Myers Park x 7 days
- Security night – maintained increase of 16 hours per week Friday-Saturday – funded by Auckland Council
- Security night – added 8 hours per week – Thursday evenings - funded by Auckland Council
- Security day – Added a second guard x 12 hours per week – funded by Auckland Council
- Radio Telephones purchased – funded by Auckland Council
- David Korewha, Impact Security Council Warranted; street signs, street trading and litter.
- CPTED (Crime Prevention Through Urban Design) Myers Park Safety Plan - to be Council funded until 30 June 2011
- Myers Park Safety Plan

Arts

- Public art programme - Peter Lange ceramic seat installed on K Road, May 2010
- Arts e-news issued 10 x per year
- Arts & Events monthly calendar - online
- ARTZONE - classified ads x 10 issues per year plus ½ page for summer issue

- Guided Art Walks & Talks - 110 people
- Gallery Guide published Nov 2010 – 10,000 printed

Events

- Salsa in Myers Park x 5 free lessons x total of 155 – average 31 participants per night
- Walk to Work Breakfast - KBA stall Pigeon Park - 400 walkers
- First Thursdays, St Kevin's Arcade - began 3 Dec, 2009, continued 4 Feb, 4 March 2010 – next event 2 Dec 2010
- Auckland Zinefest – August 2010
- Ironbank was chosen as the host venue for Urbis Design Day
- Cello in Myers Park - November

Governance & Administration

- Representation to Auckland City (now Auckland Council) and NZ Police:
- Representation on Auckland Central Business District Board 2009 -2010
- Representation on the Auckland Creative Industries Board 2009 -2010
- K Road Mainstreet Representative: Tim Woolfield, Hobson Community Board - up to 10 Oct 2010

Funding & Sponsorships Received In Cash & Kind

Many thousands of dollars of sponsorship negotiated, or from partnerships, or grants received, plus significant advertising subsidies along with many other goods and services. Thanks to all sponsors, in particular: The Langham Auckland, who is not only paying a large property rate but also gives us significant other sponsorships. Also to Real Groovy, BFM and George FM, Maori Television, Ponsonby News and McLaren Brown Publishing for significant advertising subsidies. The largest sponsor, over and above the targeted rate, is Auckland Council.

FUNDS RAISED: Dec 2007- Nov 2008 \$97,250.00; Dec 2008 – Nov 2009 \$139,110.00; Dec 2009 - Nov 2010 \$153,560.00

Dec 09- Nov 10 Funding Negotiated Over And Above the Targeted Rate

| Item | Funder | Status | \$ |
|--|-------------------|------------------------|----------------|
| Road Safety | Auckland City | Inc GST | 11,250.00 |
| Night Security & RTs | Auckland City | Grant no GST applies | 15,156.00 |
| Ceramic Seat | Auckland City | Grant no GST applies | 6,400.00 |
| Ceramic Seat | Uptown Arts Trust | Not Registered for GST | 300.00 |
| Ceramic Seat | Caluzzi | Inc GST | 500.00 |
| Ponsonby News Promo | Local Businesses | Inc GST | 1,479.00 |
| Art Gallery Guide | Local Businesses | Inc GST | 3,940.00 |
| Vintage Guide | Local Businesses | Inc GST | 1,150.00 |
| Night Security current (Raised by Impact Security) | Businesses | Inc GST | 18,700.00 |
| Night Security more hours | Auckland City | Inc GST | 21,060.00 |
| Review Strategic Plan | Auckland City | Grant no GST applies | 25,000.00 |
| Heritage Festival 2010 | Auckland City | Inc GST | 1,125.00 |
| Extra Day Security | Auckland City | Inc GST | 22,500.00 |
| CPTED Myers Park Safety Plan, 1 July 2010 – 30 June 2011 | Auckland City | Grant no GST applies | 25,000.00 |
| Total | | | 153,560 |

MARKETING & PROMOTIONS

WEBSITE

www.kroad.com launched March 2005. Arts Openings and What's On calendar has a regular monthly clientele of 5,000 - 6,000 visitors, aligned with the associated e-newsletter (200 subscribers) which people regularly sign up for. Again this year, despite a high level of promotion by us, very few K Road businesses have included the site as a link.

For the first time, October of this year is down by -5% on 09 with 6,737 individual visitors.

HOWEVER, for the year visitation is up a mighty +30%

Nov 08 – Oct 2009 = 65,433

Nov 09 – Oct 2010 = 85,208 UP 30%

650 businesses are listed on kroad.com website

| Year | Oct 05 | Oct 06 | Oct 07 | Oct 08 | Oct 09 | Oct 10 |
|----------|--------|--------|--------|--------|--------|--------|
| Sessions | 1,418 | 2,972 | 3,650 | 5,605 | 7,046 | 6,737 |

The KBA invests approx \$4,500 on maintaining and growing www.kroad.com, on what is now, a 100 meg site. The low cost is due to the site being updated in-house. Frequently new data is added within hours of it arriving. All businesses are listed free, and if they have a website, are linked FREE.

ADVERTISING MEDIA

Print

Calendar 2011 - Wake Up to K Road

10,000 copies (printed Nov 2010) are available for clients to give out as FREE promotional giveaways; the gift that keeps on reminding customers all year round about K Road and promotes kroad.com web link, creates awareness of the diversity of offer and experience within the precinct, and promotes upcoming events.

The calendar has been produced at a standard of visual and quality of stock that people will keep for the year

Auckland Shopping Guide

For the second year providing branded pages with editorial and images plus a subsidy for businesses - circ 650,000.

FIT Visitor Map

Ad promoting kroad.com on "tear off" map - situated on desks of Auckland backpackers and hostels – print run 80,000.

Ponsonby News

A full colour page on K Road published monthly. This gives us exposure in Ponsonby, Freeman's Bay, Herne Bay, Northcote Point, St Mary's Bay, Grey Lynn, central Auckland and more; circulation 16,987. Great feedback received from residents and businesses.

ARTZONE

Nation-wide, quarterly arts magazine in which we have a listing each issue plus a half page annually.

Urbis Magazine Feb 2010

16 pages – reaches design and lifestyle audiences

Next Magazine June 2010

4 pages

Viva (NZ Herald) Wednesday magazine

331,000 readers each week (63% female) – focuses on fashion, beauty, wine and design

Numerous mentions; profiles of K Road people, events and businesses.

Harbour News

Numerous mentions; profiles of K Road events.

TV & VIDEO

Television

This year for the second time we have produced a 30 sec TV Commercial, Wake Up To K Road. It has aired on Maori TV all through November and early December to be a prelude to the calendar. It has been slotted around documentaries, films etc. We received double exposure at no extra cost due to being a not-for-profit.

Video

We have footage showing K Road on the "Destination NZ" Air New Zealand arrivals video (all international arrivals)

RADIO

George FM, AUT Radio & BFM: Ads, profiles and promotions

Radio NZ: Auckland Zinefest – indie publishing event

SOCIAL MEDIA

We have provided exposure via Twitter, Facebook, YouTube and kroad.com. Feel free to link to it from your website.

BUSINESS DEVELOPMENT

VISITATION

Property Institute of NZ OFFICIAL PEDESTRIAN COUNTS 11 Oct 08 v 21 Oct 09 - Counted over 1 hour

| 2008 | 2009 | % UP | 2008 | 2009 | % UP | 2008 | 2009 | % UP |
|-------------------|------------|------|-------------------------------|------------|------|---------|---------|------|
| 131 K Road BNZ | 131 K Road | | 214 K Road Instant Finance | 214 K Road | | SPE Bar | SPE Bar | |
| 493 | 558 | +13% | 303 | 373 | +23% | 254 | 346 | +36% |

St Kevin's Arcade, April 2010 - counted by KBA inside front entry

Wednesday 21 April, 10.30am – 11.00am & 2.00pm – 2.30pm

10.30 am – 11.00 am; 104 people; 2.00 pm – 2.30 pm : 193 people

Total: Over 1 hour = 297 people

BNZ MarketView – July - Sept 2010

K Road Spend UP 1.4%

Spend was up +1.4% on K Road and credit card transactions are up +7.5%. By comparison, spend was up +0.8% in the Heart of the City and transactions were up +1.1%. Ponsonby spend was up +0.2% and transactions were down -0.2%. This was the first time K Road had passed Ponsonby in spend for the ¼ since we began receiving reports a year ago. This quarterly report keeps you up to date on how your area is performing against a number of key indicators such as national consumer spending.

Source: BNZ MarketView

BUSINESS DATABASE

This is constantly being updated with personal visits made to approx. 200 businesses this year.

CREATIVE INDUSTRIES EVENING 23 July

Approximately 290 businesses in the K Road precinct operate as contributors to the creative economy, predominantly in design, architecture, film, music, fashion and the arts - growth of 20% was evidenced over the previous 18 months.

| | | |
|----------------------------|----------------|---------------|
| K Road Creative Industries | Feb 2008 - 240 | Aug2010 - 290 |
|----------------------------|----------------|---------------|

The High Seas is a high profile and entrepreneurial creative business which located to the precinct 12 months ago. They have shown a diverse range of visual and performance art and zines. This year The High Seas hosted the annual Creative Networking evening. This evening creates opportunities for K Road creatives to meet, network and speak about their business, projects or special interests. This innovative evening creates a dynamic environment for guests to meet funders and agents in creative entrepreneurship, and generates interest in these businesses outside of the immediate community.

Project Objective

To bring together a large and varied network of people representing creative endeavour within K Road. Encourage cultural expression, cross- disciplinary pollination and inter-disciplinary experimentation, achieve economic development outcomes, and build awareness of projects occurring both on the street and by its people.

Results

Approx 250 people were invited to the event. 80 people attended - a super evening with Express magazine attending with a photographer (see below). Attendees ranged from gallerists to designers. The High Seas were charming hosts. Delicious food

was provided by Adore Café. The highly popular giveaway was a tea towel celebrating the 75th birthday of Leo O'Malley (the first ad from the Auckland Star when the store opened in 1935).



Auckland Zinefest 14 August – KBA investment \$450.00

Featured on 74 websites.

Numerous feedback forms were completed on the website aucklandzinefest.org

Print

AUT's Debate magazine (printed) - feature/article, 9 August 2010

Canvas weekend magazine (NZ Herald) - "What would you save if your house was on fire" – feature, with Tessa Stubbing: zine collector, plus Auckland Zinefest info, 14 August 2010

Viva magazine (NZ Herald) - "Retail Therapy - 'Passion for Print'", 11 August 2010

Pulp Magazine (upcoming issue) - "Paper friends"

Harbour News - small article pg 2 "Publishing Fest Back For Second Chapter", 13 August 2010

Radio

Radio Ponsonby, Murray Sweetpants' Radio Show - "The Long Black", 13 August 2010

95 bFM, Charlotte Ryan's "Morning Glory", 13 August 2010

Radio Live - Russell Brown's "Public Address" feature/interview by Arthur Meek, 29 August 2010

Radio New Zealand - sound documentary with Lisa Thompson (upcoming), 15 September 2010 at 12 noon

28 stall holders in 2010 (up from 15 in 2009) – Stallholders came from Wellington, other locations from around New Zealand, and one exhibitor from Melbourne. Approx 1,500 + people attended throughout the 5 hour event. The two guest talks, which were greatly attended (50+ people for Richard Cooke's talk on "Commercial Publishing vs Underground Publishing"; 15+ people for Bryce Galloway's talk on his University paper on "Making Zines"). We also held three workshops which ranged in popularity: Letter Writing 5+ people; paper Making 40+ people, Screen Printing 75+ people attending. The after party was also a huge success with both the Whammy bar and Wine Cellar packed throughout the night.



HERITAGE

K ROAD HISTORIAN – Edward Bennett

The Historian's role (part time only) is to contribute to heritage planning and protection issues, write heritage articles, take guided walks and develop the heritage brochure. Funded through KBA Heritage budget and Auckland City grants.

Auckland Heritage Festival 18 Sept – 3 Oct

335 attendees

"The Greatest Bridge in the World" celebrated the 100th Anniversary of Grafton Bridge – Tours and for the first the Jewish Hall was open for viewing with a display of photos, maps and plans of Grafton Bridge and the neighbouring park and cemetery. Tours - Myers Park & Greys Ave: "Opium & Optimism", The Inside View: Important Interiors of Note, Tombstone Rubbing Workshop.

Free Guided Heritage Tours & Talks – K Road

Parnell School Holiday Programme - 15 students

Lecture on K Road to: St Heliers group – 70 attendees, Remuera – 50 attendees

Precinct Plan – repeated from 2008 & 2009

October 2005 the KBA approached Auckland City Council to prepare a Precinct Plan for the Karangahape Road Main street Precinct (Ponsonby Road – Symonds St) and surrounding area. Council said if the KBA commissioned a study of the area that Council would offer assign a senior planner to assist and Salmond Reed Architects was commissioned to undertake this work. When The KBA lodged in 2009 they were told to wait for Super City.

Where to from here?

Material will be sent to DR Roger Blakeley for inclusion in the City's Spatial Plan

ENVIRONMENTAL PLANNING

CPTED (Crime Prevention Through Environmental Design)

The KBA Crime Prevention Through Environmental Design (CPTED) project which began in 2007 has continued through to 2010. The project aims to progress implementation of recommendations made in a safety audit carried out by Auckland City Council in 2006 on behalf of the Association.

SAFETY PLAN FOR MYERS PARK

Progress on Implementation of CPTED Recommendations for Myers Park

Two meetings took place with Auckland City Council staff members Karen Webster, Community & Recreation Programme Manager CBD and Graham Marchant, Parks Adviser Environmental and Heritage in order to discuss implementation of the above-mentioned recommendations.

Outcomes to date:

Events

It was agreed Gail Richards, Council's Manager of Arts, Culture & Events, would be approached with a view to increasing Council's choice of Myers Park as an event venue. It has been agreed Myers Park will be the site of the opening festival of the Auckland Fringe 2011. The KBA has committed \$10,000 of its marketing funds towards this event and will be lending support to various artists performing in the festival. The KBA is implementing a programme which aims to increase usage of Myers Park as a recreation and events venue. Events scheduled to date include lunchtime classical music at the Poynton Tce entrance in November and a public performance event entitled The Sixth Plinth to be held adjacent to the playground in December.

Trees

A meeting arranged with Parks Advisor Graham Marchant saw a walk-around take place in October, involving park contractors and KBA staff. A map outlining problem areas was supplied by the KBA and issues were addressed during the visit. Since this time, major tree pruning has been undertaken above the old toilet block and adjacent to University of Otago House.

Streetscape

A meeting took place between KBA staff and Auckland Council's Rugby World Cup (RWC2011) Marketing Representative Kristie Grant. We have been informed Myers Park has been chosen as a walking route for this event and, as a result, will be the recipient of streetscape upgrade work including new pathways. A new toilet block is also scheduled for instalment before the end of the year.

Further to this, a number of temporary artworks will be installed throughout the park for the duration of the RWC2011 festival. The public exposure this event will bring to Myers Park is significant and also provides opportunity to highlight the often underestimated attributes of this inner city oasis to locals. *Thanks to Planning Manager Kathy Moriarty*

OVERBRIDGE

In 2005 BH began the process of applying for political will and funds to renovate the above-ground structure on the overbridge. \$200,000.00 was eventually allocated in 2007 for a replacement of 'like with like'. This concept was not amenable to the KBA, and after much effort, in 2010 \$1,450,000.00 was allocated to build the structure pictured below. This is a draft design and detailed design drawings are now underway, tenders go out in the New Year and the launch is planned for April 2011. This has been funded through LTSA, Auckland Council. Public art could be added later as funds allowed.



ALCOHOL ACCORDS

The KBA has been a very enthusiastic member with a KBA member, Simon Nolan of The Thirsty Dog, being the second K Roder to be chair of the Auckland Executive committee. *Thanks to Simon Nolan*

K Road Accord Meeting 20 April

40 attendees, 30 K Road licensees and KBA staff and 10 agency reps

Police reporting from Operation K1 – Sgt. Bryce Law / Snr Sgt. Ben Offner (Police)

- This operation by licensing, traffic and beat police officers was conducted throughout February and March.
- The increase in police resourcing and visibility in the area on Friday/Saturday and Sunday mornings (10pm to 6am) **successfully reduced the levels of disorder and street violence by 50%.**
- The breach of the liquor ban is being actively enforced. Police commented on the level of public drinking in the streets just off the main street.

AFTER MEETING RE LICENSEES ISSUES ON K ROAD

At the invitation of the host, Teresa Brown K Road Ballroom & Pull Bar, 30 K Road licensees and KBA staff stayed on after the formal meeting for informal networking and from this Teresa has developed and chaired meetings for licensees KLIC (K Road Licensees in Control). *Thanks to Teresa Brown*

LIGHTING

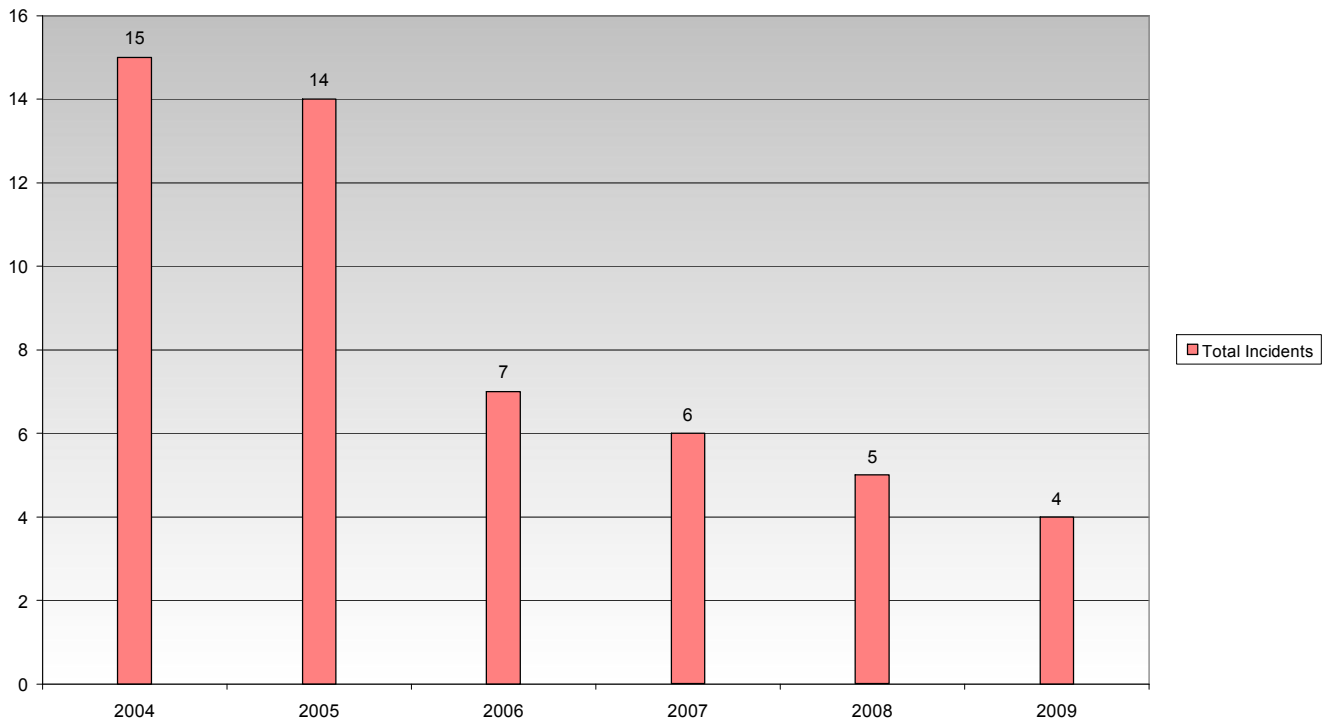
The under-verandah lighting system is due for overhaul and Stage 1 will begin in early 2011

SIGNAGE

Council is currently undertaking a signage review; both on buildings and sandwich boards (which are not allowed in K Road up to the overbridge as all of that area fits with the CBD regulations.)

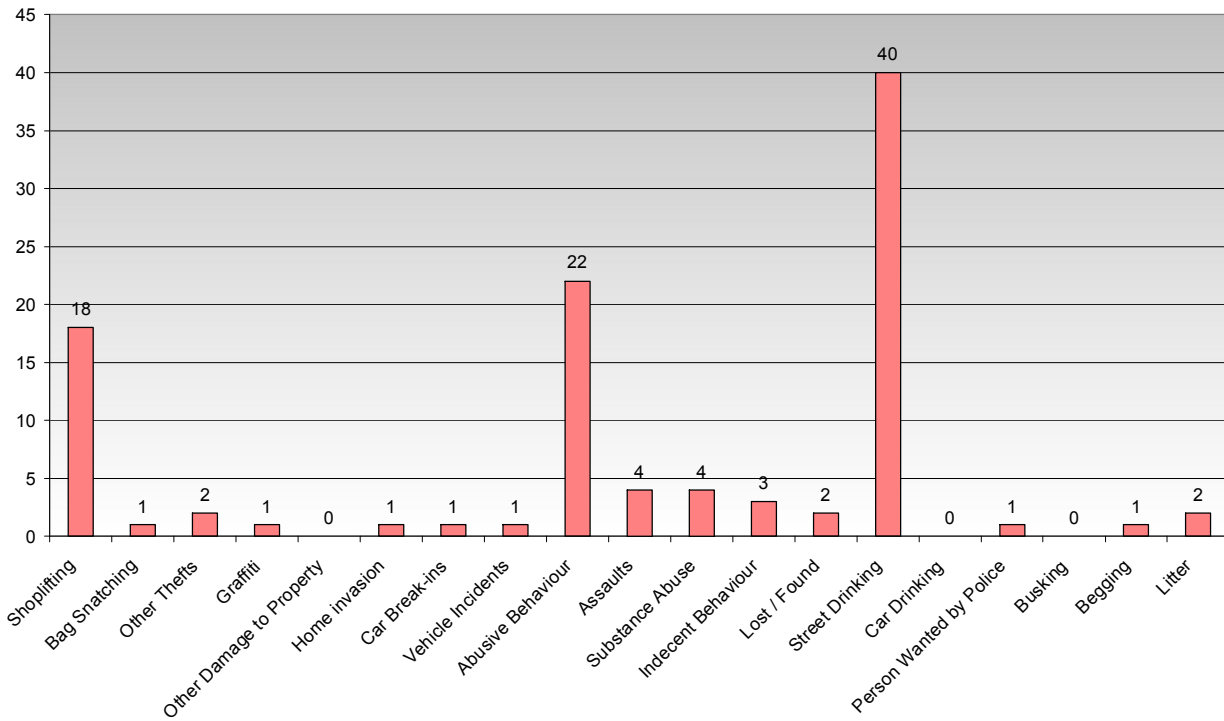
**SECURITY – All Stats below are collected by Impact Security for the KBA
Day Security**

Day Security - Total Incidents - December 2004-05-06-07-08-09



December 09

Day Security -Type of Incident - 2009

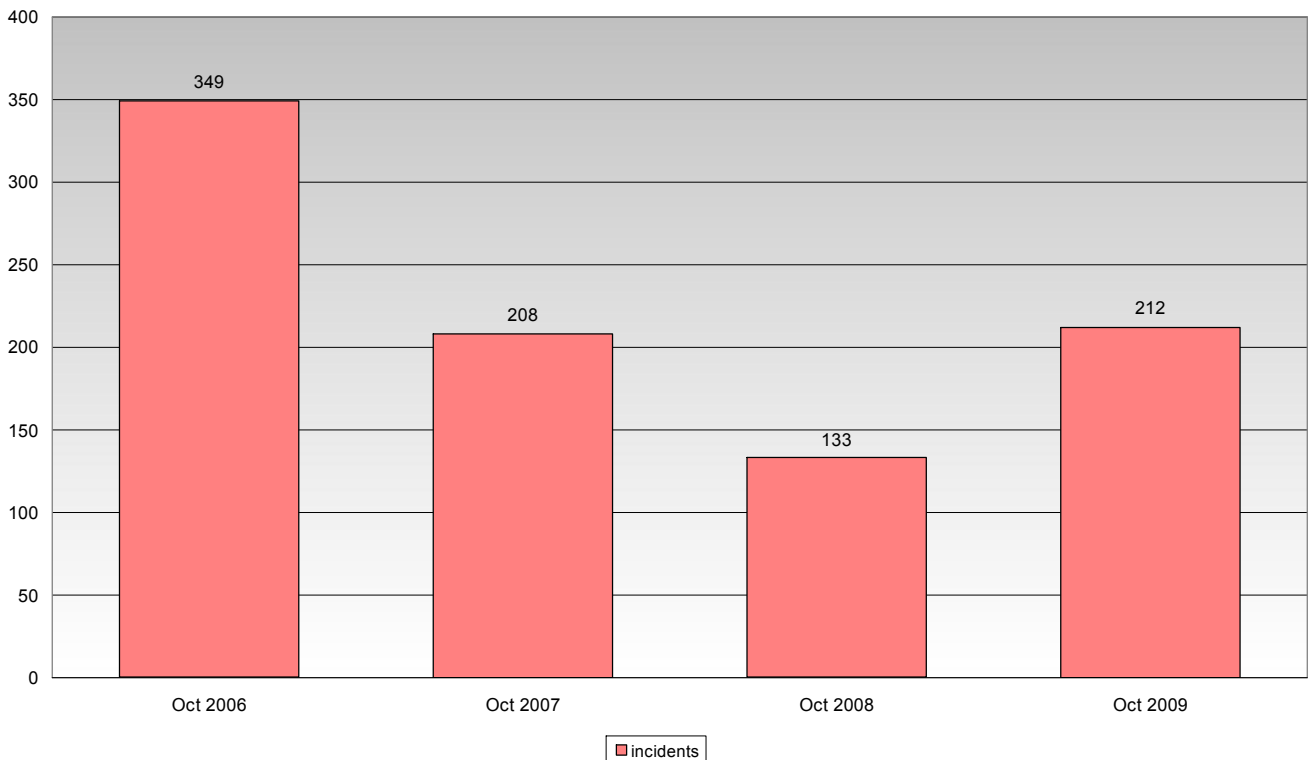


Night Security Patrols

Stephen Bloxham, via Council funds, has continued funding David's company to patrol K Road at nights from 2am-6am; making night coverage, Fridays and Saturdays, a total of 4 hours each night x 2 men = 16 hours total . Local businesses have continued to support this initiative for a third year by paying individually to support the service. The Langham Hotel puts in \$5625.00 The George Court building tenants collectively put in \$5000.00 plus contributions from individual businesses; patrols are 10pm-2am x 2 men on those same nights.

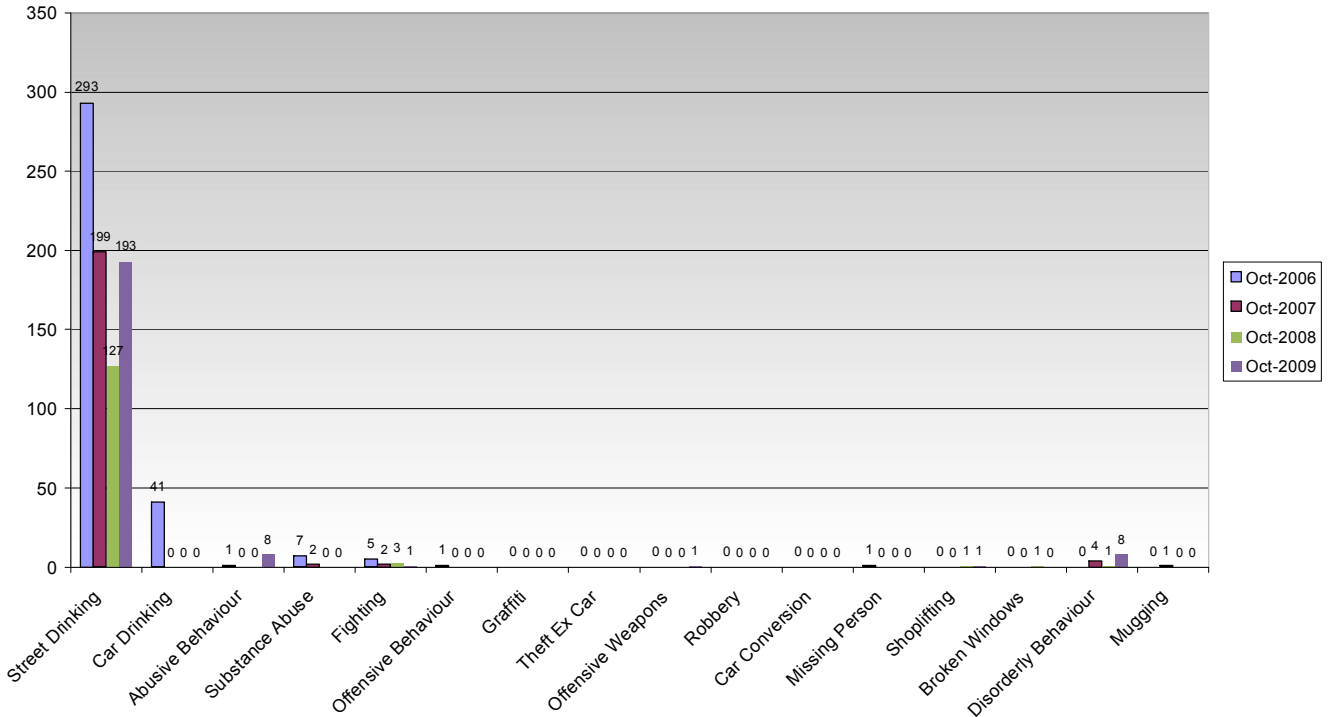
Street Drinking – a major continuing problem

Total Incidents - Oct 2006 - Oct 2007 - Oct 2008 - Oct 2009



Note in Total Incidents in the graph above that the increase showing in October 2009 reflects a doubling of the patrol hours rather than an increase over the previous Octobers. ie more crimes are recorded over more hours.

Type of Incident - Oct 2006 - Oct 2007 - Oct 2008 - Oct 2009



Warranting

Auckland City Council Monitoring and Enforcement Guidelines officer Stephen Bloxham has warranted David Korewha. David is now warranted to monitor Street Trading and Litter.

Myers Park Security Report October 09 – October 10

Groups of drinkers afternoons most days, weather permitting. Police attend only half of requests.

More business people having lunch in the park. Happy families each afternoon in the park.

Thanks to Security Manager David Korewha, Impact Security

PEDESTRIAN SAFETY 2010

The campaign received good coverage over its two-week duration through ads on both 95bFM and George FM reinforced with live interviews with well-known radio hosts Mikey Havoc (95bFM) and Thane Kirby (George FM).

The web competition received 546 entries– stats were collected as to age gender etc

The Pedestrian Safety campaign was driven through the use of a wide range of integrated elements including:

Flyer (5000) and poster distribution; advertorial in the Ponsonby News; on-the-street ambassadors visits to tertiary institutions; an article in the Harbour News; radio advertising; website advertising; and social media.



Ambassador Cleo at work



Caroline Hill collects her prize from Real Groovy

Advertising directed the target audience to kroad.com where entrants in the on-line competition found links to sponsors' websites through strategic placement of company names and logos. The campaign achieved its aim of raising awareness of pedestrian safety as well as raising the profile of its sponsors. Ultimately, we also feel optimistic it will be instrumental in helping reduce pedestrian safety injury incidents in the K' Road precinct over the coming year. *Thanks to Planning Manager Kathy Moriarty*

ARTS & EVENTS

First Thursdays

We have set four dates quarterly over a year (beginning 2 Dec 2010). We have secured a professional Craft Fair manager who recently ran a craft fair at the Auckland Art Gallery on a Saturday, attracting 3,200 people. Deborah White, leading gallerist and Director of the Auckland Art Fair has curated the emerging artists to show at Te Karanga gallery. Verona is pleased to host 'spoken word' once again (it was very successful for them last time) and there will be performances in Ironbank and events in Cross Street. George FM is again on board to sponsor radio ads and a DJ for St Kevin's Arcade. *Thanks to Cleo Barnett*

Walk 2 Work – KBA ran a stall promoting our walks

Wednesday 9 March, 7.00 am - 9.00 am : 400 walkers, brochures etc were given out and sponsored by Club Physical who gave away a year's Club membership and did a major interactive stall taking blood pressures and doing massage.

Art Gallery Guide

For the 4th year since 2005, an Art Gallery Guide has been issued. For the first time Auckland Art Gallery asked to be included. The Guide has grown from 12 pages plus cover in 2005, 2006, 2008 to 16 pages plus cover in 2010, due to the numbers of new galleries and artist's collectives locating in the K Road precinct in the last 18 months - 10,000 copies printed

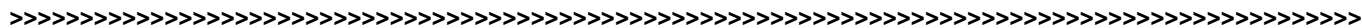
Chaise Lange

AROHA FESTIVAL 12-20 March 2010

The Aroha Festival consisted of a wide range of events including over 20 events on K Road in 10 venues from 420 to Alleluya and Beresford Square, Galatos Cabaret, Street Party (Beresford Square), Rainbow youth workshops
The Beresford Square event was on Saturday 20 March from 2.00pm to 8.00pm and had a programme of contemporary performances and amusements plus Gala at Aotea Centre. *Thanks to Mika and The Aroha Foundation*

Auckland Art Week 4-15 Nov 2010

The New Zealand Contemporary Arts Trust (NZCAT) has successfully delivered the Auckland Art Fair as a bi-annual event for the past six years and has now been developing AAW as a new stand-alone annual project. Similar events are held around the world and a lively programme of exhibitions and events are promoted in both public and private venues in the K Road precinct. Additional features were public art and heritage guided tours on K Road, Art Speed Dating in St Kevin’s Arcade (televised on Nightline), and artist talks and performances, with all arts venues on K Road participating. *Thanks to Deborah White*



BUSINESSES LOCATE HERE

Art galleries - Rebel Yell, Hopkinson Cundy; Design stores - ONE, Pleased to Meet You Boutique; Cafes - The Gold Frog, Little b, Gloria Jeans, Esquires, Eighthirty, Theatre (in former Brazil by Chris Priestley founder Atomic) ; Business collectives - Bizdojo (22 Creative Industries companies); Fashion - Hera Bridal, Corseterie, Kobe Fashion, Milly Boutique, We-ar.it: Vintage -Tiny Space, Peachy Keen Real Groovy, Ozzy Fantastic Fashions Nina's: Jewellery - The Bridge Gallery Studio, Tattoo Bijou Jewellery: Hairdressers - Hala Hair, Restuarants – Arun’s Restaurant Bar, Paradish and so many more; numerous new design companies in the last year are just some of the exciting new innovative and creative ventures coming to K Road.

LOOKING FORWARD 2011 AND BEYOND

To lodge the heritage plan recommendations with Auckland Council, complete the over bridge upgrade, implement the social networking strategy and recommendations from the review of the Strategic Marketing Plan, prepare for Rugby World Cup and support and promote the Auckland Fringe Festival 2011. Note: RWC – there will be 9 games where the official walking route will be activated by Auckland Council RWC. The walking route comes up Queen Street, across Aotea Square through Myers Park, St Kevin’s Arcade, along K Road, Great North Road and on to Kingsland. Activation is for approximately 4 hours ahead of each game to encourage visitors to eat, drink and enjoy the walk as an event activity in itself, also this spreads the economic impact across a much wider ranger of businesses. Council will be funding entertainment along the route, supported by the KBA and businesses who wish to participate. A workshop for everyone in K Road who wishes to participate will be held by Coucil RWC in the New Year. KBA are also holding a first Thursdays over the RWC period. Business Associations were asked to ‘adopt a team’ to support and the KBA have adopted the Tongan Team; this gives opportunity to highlight Tongan performance, culture and art in Myers Park and along K Road.

REPORT PREPARED BY:

Precinct Manager Barbara Holloway, 30 November 2010

On behalf of the Executive Committee of The KARANGAHAPE ROAD BUSINESS INC.