

Chairperson's Annual Report to Annual General Meeting FY25

Steve Gillett – Chairperson, The Fringe District
Reporting Period: 1 July 2024 – 30 June 2025

Annual Highlights

The 2024–2025 financial year has been a significant period of activity and consolidation for The Fringe District. As a Business Improvement District, our focus has remained on strengthening visibility, delivering value to members, and ensuring the Kingsland and Eden Park precinct continues to thrive as a vibrant commercial, cultural and social destination.

We have seen tangible progress across several key areas this year. Strategic placemaking projects have advanced, with the continued installation of festoon lighting expanding the connected network of smart LED lights across our villages, creating a safer, more inviting atmosphere. We also achieved sign-off on the Gateway Signage budget, a major capital project that will create landmark entry points and reinforce our district's identity in the coming financial year.

Member-focused initiatives have also been a strong priority. Our partnership with Impact Security has continued to provide regular patrols from Thursday to Sunday, improving safety and deterring antisocial behaviour. The introduction of a towing service for illegally parked vehicles will provide added value for members going forward. In parallel, our advocacy with Auckland Council, Auckland Transport, and the Albert-Eden Local Board has resulted in increased street cleaning frequency and quarterly maintenance meetings — a practical step forward in maintaining a clean, well-kept neighbourhood.

Our marketing and storytelling efforts have deepened this year, with increased social media activity, digital campaigns, and the development of a new “Our People, Our Stories” page on the Fringe District website — showcasing the faces and places that define our community. We also secured sign-off and budget for A Taste of The Fringe District, our flagship multi-platform marketing project, which will roll out in mid-2026 and elevate our profile city-wide and nationally.

Events remain at the heart of our identity. The year's programme included NZ Music Month activations, Art Battle NZ, nine Date Night events drawing families from across Auckland, and game night activations around Blues, All Blacks, and Samoa v Scotland matches. These events continue to drive foot traffic and energy into our villages, strengthening the connection between Eden Park activity and local businesses.

Financially, the organisation remains in a stable position, with targeted use of accrued funds enabling delivery of larger-scale projects without compromising operational sustainability. Our Treasurer's Report outlines this in more detail, but in short: we are investing wisely to deliver visibility, safety, and advocacy while maintaining a responsible financial framework.

Looking ahead, our focus remains clear: to continue building momentum through strategic advocacy, destination marketing, placemaking, and member support. The coming year will see key capital projects come to life, further storytelling initiatives unfold, and continued work to enhance the safety, cleanliness, and appeal of our neighbourhood.

Finally, I want to acknowledge our board members, our Manager Claire & Ollie on Socials, our security partners, David at Impact, and our Albert-Eden Local Board Re Liv Roe, for their dedication and collaboration throughout the year. The progress we've made is the result of a shared vision and collective effort.

The Fringe District has a unique spirit — one that blends creativity, community, and commerce in a way few other precincts can match. With solid foundations in place and some exciting projects on the horizon, I'm genuinely looking forward to what the next year will bring. It's a privilege to chair such a committed board and to be part of a community that continues to show up, work together, and make great things happen.

Steve Gillett, Chairperson