

Manager's Annual Report to Annual General Meeting 2025

Claire Baxter-Cardy, Manager, The Fringe District

Reporting Period: 1 July 2024 to 30 June 2025

The Fringe District continues to grow in profile, purpose, and presence. Over the past year we have focused on amplifying our destination identity, deepening community engagement, and laying the groundwork for transformational projects across Kingsland, Morningside, and the Eden Park precinct. From activations and storytelling initiatives to BID Expansion milestones, placemaking improvements, and targeted advocacy, our work continues to strengthen the neighbourhood's voice, visibility, and appeal.

1. BID Expansion Project

This year has been pivotal for the BID Expansion into Morningside, with extensive engagement and preparation ahead of the ballot in November 2025. Expansion will bring approximately 127 new businesses and 80 landlords into the BID, strengthening our collective voice, increasing visibility, and enabling more impactful initiatives. If successful, the incoming board will lead the development of the 2026 to 2028 Strategic Plan.

2. Marketing, Storytelling and Visibility

We have expanded The Fringe District's reach through creative campaigns, digital storytelling, and flagship marketing projects.

We secured concept sign off and budget for *A Taste of The Fringe District*, a major multi-platform initiative featuring a coffee table cookbook, a web series documentary hosted by Kimberley Crossman, and Chef's Kitchen workshops. Launching mid 2026, it is designed to elevate our profile nationwide.

Our social media presence continues to grow through increased reels, campaigns, and one on one support for business owners with Ollie Mason-Clarke. We also invested in digital infrastructure, launching a dedicated "Our People, Our Stories" page showcasing environmental portraits of our people, their businesses, and offerings. This celebrates our character and provides an online platform to share their stories.

3. Membership Enhancements, Security, Streetscape and Advocacy

We have focused on tangible member benefits that impact daily business life, from safety to cleaner streets and stronger advocacy.

Through our partnership with Impact Security, Thursday to Sunday patrols provide a visible presence, deterring antisocial behaviour and supporting both businesses and visitors. An optional towing service for illegally parked vehicles will be introduced to further support members.

We have strengthened advocacy with Auckland Council and Auckland Transport, working closely with Liv Roe and the Albert-Eden Local Board. This has led to more frequent street cleaning and quarterly maintenance meetings to keep the neighbourhood well maintained.

This year has also been one of reconnection, with the reintroduction of member networking meetings. These sessions provide valuable opportunities to share ideas, build relationships, and support one another. Monthly meetings will continue through the BID Expansion Project, shifting to quarterly thereafter.

4. Infrastructure and Placemaking

We continue to invest in projects that enhance atmosphere, safety, and identity. Festoon lighting installation has expanded our connected lighting network, and sign off budget has been achieved for Gateway Signage, a major capital project that will create a bold visual marker at both ends of the district, reinforcing our identity and destination presence. Delivery is planned for the coming financial year.

5. Events and Activations

Our event programme remains central to bringing people together and driving foot traffic.

- NZ Music Month featured two weekends of activations with Island Base and the NZ Music Commission.
- Art Battle NZ grows each year. Last year's at The Kingslander was a success, with this year's moving to Full Time Bar.
- Date Night Series ran nine events, drawing families from Bombay to Albany.
- Blues Game Nights, All Blacks Test Matches, and Samoa v Scotland activations filled the precinct with energy, strengthening the connection between Eden Park events and local businesses.

6. Looking Ahead

With the BID Expansion vote approaching, a flagship marketing project funded and ready to launch, and a strong calendar of cultural and sporting activations, the year ahead will be a defining moment for The Fringe District. Our neighbourhood continues to grow in confidence and creativity, with our businesses at the heart of that story. Together, we are building a district that is locally loved, city wide known, and nationally celebrated.

Claire Baxter-Cardy

BID Manager