

2025/6 Annual Plan: Events and Promotions Activations to drive foot traffic & engagement #3 Sept

July	Q3	August	September	October
			Father's Day Sun 7	Labour Day Mon 27 Oct Halloween Fri 31 Oct Diwali Mon 20 Oct
Website Refresh <i>completed to be compliant with council request</i> AGM reports requested: chair, treasurer, manager, financials	Website Refresh <i>sent to council for approval to be received- not fully compliant</i>	Website Upgrade AGM reports compiled: chair, treasurer, manager, financials Audit & AGM preparation <ul style="list-style-type: none"> Documents to auditor Notice to Council of date 4 weeks prior Notice to members 3 weeks 	Heritage Festival Event Art Deco Sugar Town Carnival Event Sat 25 Oct (Council Heritage Sat 20 Sept– Sun 5 Oct) AGM Mon 13 October <ul style="list-style-type: none"> Nominations to TCM 1 week prior 	Q4
November Guy Fawkes Night Wed 5 Nov	December Christmas Eve Wed 24 Dec Christmas Day Thurs 25 Dec Boxing Day Fri 26 Dec New Years Eve Wed 31 Dec	January 2026 New Years Day Thurs 1 Jan Day After NYD Fri 2 Jan Akl Anniversary Thurs 29 Jan	February Waitangi Day Fri 6 Feb Chinese New Year Tues 17 Valentines Day Sat 14 Feb	Q1
Christmas Festival Programme: <ul style="list-style-type: none"> Decoration install Christmas Music Santa's Secret Stash promotion begins 	Christmas Festival Programme: <ul style="list-style-type: none"> Santa Parade Sun 14 Dec (BVA, KLB, BLT) Christmas Music Secret Stash ends 	Christmas New Year Festival Programme <ul style="list-style-type: none"> Christmas Decoration Uninstall 5-12 New Years Eve Music *	Valentine's Day - Mariachi Mood for Love - Promotion 14th & 15th *	

March <i>St. Patrick's Day Tues 17 Mar</i>	April <i>Good Friday 3 April</i> <i>Easter Monday 4 April</i> <i>ANZAC Day 25 April</i> Q2	May <i>Mother's Day Sun 10 May</i> Q2	June <i>King's Birthday June, Monday 1st</i> <i>Matariki June, Friday 10th</i>
Sat 7 Latin Fiesta Event TBC (pending roadworks, lights)	Sat 25 Apr ANZAC Parade Perfect Pamper Consumer Promotion 10 Apr-10 May	Music for Mothers Day 10 May Health and Wellness Expo Event Sat 23 TBC	

Latin Fiestas:

Aotea Centre: 30 Jan- 1 Feb (estimated)

Pachamama: 15 Feb

Takapuna: 28 Feb

Birkenhead: 7 Mar?

Cuba Dupa: MARCH 28 – 29, 2026.

Freyberg Market: second sunday

Pachamama: 19 April