

V1 Feb 5

2026/7 Annual Plan: Events and Promotions Activations to drive foot traffic & engagement

February <i>Waitangi Day</i> Fri 6 Feb <i>Chinese New Year</i> Tues 17 <i>Valentines Day</i> Sat 14 Feb	March <i>St. Patrick's Day</i> Tues 17 <i>Mar</i>	April <i>Good Friday</i> 3 April <i>Easter Monday</i> 4 April <i>ANZAC Day</i> 25 April Q2	May <i>Mother's Day</i> Sun 10 May
Valentine's Day - Mariachi Mood for Love - Promotion 14th & 15th *	Sat 7 Latin Fiesta Event TBC (pending roadworks, lights)	Sat 25 Apr ANZAC Parade Perfect Pamper Consumer Promotion 20 Apr-10 May	Music for Mothers Day 10 May Health and Wellness Expo Event Sun 24 TBC
June <i>King's Birthday</i> June, Monday 1st <i>Matariki</i> June, Friday 10th	July Q3	August	September
			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 Mon 7 ● Notice to members 3 weeks Mon 14

<p>October Labour Day Mon 26 Oct Halloween Sat 31 Oct</p> <p style="text-align: right;">Q4</p>	<p>November Guy Fawkes Night Wed 5 Nov Election Day Sat 7 Nov Diwali Sun 8 Nov</p>	<p>December Christmas Eve Thurs 24 Dec Christmas Day Fri 25 Dec Day off for Boxing Day Mon 28</p>	<p>January New Years Eve Thurs 31 Dec</p>
<p>Heritage Festival Event Strawberry Fields Festival Event Sat 24 Oct AGM Mon 5 October</p> <ul style="list-style-type: none"> • Nominations to TCM 1 week prior Mon 28 Sept 	<p>Christmas Festival</p> <ul style="list-style-type: none"> • Decoration install • Christmas Music • Village Festival Begins • Santa's Secret Stash promotion begins 	<p>Christmas Festival</p> <ul style="list-style-type: none"> • Santa Parade Sun 13Dec (BVA, KLB, BLT) • Christmas Music • Evening Jazz Thurs & Sun • Friday Tunes • Sat Brunch & Munch • Secret Stash Fri 19Dec 	