

1. 2025/6 Annual Plan: Events and Promotions #9 July

Objective Activations to drive foot traffic & engagement

January 2026 Q1 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	March <i>St. Patrick's Day</i> Tues 17 Mar	April Good Friday 3 April Q2 Easter Monday 4 April ANZAC Day 25 April
Christmas New Year Festival Programme - Christmas Decoration Uninstall 5-12 New Years Eve Music * Website Launch	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
May <i>Mother's Day</i> Sun 10 May	June <i>King's Birthday</i> June, Monday 1st Matariki June, Friday 10th	July Q3	August
Music for Mothers Day 10 May	Soccer World Cup Internal promotion Birkenhead United Football Club Database 11 Jun-19 Jul	Health and Wellness Expo Event Sat 25 Health & Family Sun 26 Wellness	
Sept	Oct Q4	Nov	Dec
	Heritage Festival Sat 10 October Walks 24 October Labour weekend Festival	Christmas festival - Promotion begins - Music begins - Decorations installed	Christmas Festival