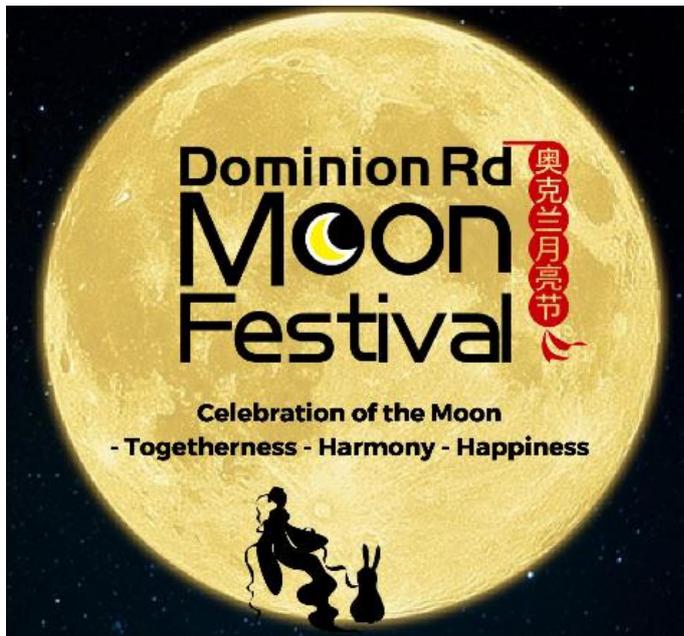


An initiative by



**DOMINION RD**



The inaugural Dominion Rd Moon Festival – to be held 13-15 September at Potters Park and the War Memorial Hall – is a partnership between the Albert-Eden Local Board, Balmoral Chinese Business Association and the Dominion Rd Business Association.

**We spoke with BCBA's Gavin Zhang and Dominion Road's Chair Chris Hammonds to learn more about this multi-cultural signature event.**

The moon is the brightest on the 15th day of the 8th month of the lunar calendar. In East-Southeast Asia, the Moon Festival (known as mid-Autumn Festival in the northern hemisphere) is a time to celebrate the arrival of the new moon.

Here in Auckland's multi-cultural Balmoral, the Dominion Rd Moon Festival will celebrate the occasion in mid-spring. **Highlights include:**

#### Interactive light displays

Lanterns, showcasing different countries, will be placed around Potters Park with lantern riddles to increase participation.

Cultural performance and activities inside Mt Eden Memorial Hall, including:

- how to make moon cake, calligraphy art, dumplings and lanterns.
- professional performances
- showcasing the history of Dominion Rd.

Food stalls will be available in the park – offering Chinese, Japanese, Korean and Indian cuisine.



A main stage will be set up in Potters Park for community performances.



Moon Festival organisation steering group at work.



Traditional mooncake

### Collaboration – part one

Gavin Zhang (*pictured above, fourth from left*), who owns the My Kitchen restaurant, is a key member of the steering group set up in March to organise the three-day festival.

Originally from Datong city, Shanxin province in China, Gavin has worked closely with Dominion Rd's BID programme manager Gary Holmes (*pictured above, right*), a group of Auckland University students and council staff.

"We've had great support from Gary, along with Detlev Jackson, Sunita Kashyap and Cheng Goh.

"The Moon Festival is one of the major festivals in the Chinese events calendar and it's a good fit for Dominion Rd and the many Asian businesses here," he said.

"We want this to be a signature event, attracting people from across Auckland and New Zealand, even from overseas."

Families and friends gather to enjoy the full moon along with children carrying their lanterns, lighting the way as they stroll along in the garden or park.

For foodies and the adventurous, mouth-watering selection of ethnic foods will be available from 48 food trucks and stalls in the vicinity and of course, there is the huge selection of delicious options along Dominion Road itself.

### Collaboration – part two

Gavin said the event could be the forerunner of even closer collaboration between the business associations.

Dominion Rd Chair Chris Hammonds agreed, saying the Moon Festival provided a great opportunity to strengthen the relationship.

"Our intention has been to involve (the BCBA) in our activities for a while now, and over time they are becoming more accepting of us.

"Gary is spending more time on our plans for BID expansions, either side of our current area, and included (BCBA) in our stakeholder engagement.

"We feel it's only a matter of time before we get to attempt a BID expansion, with (BCBA) support as they see the benefits of being involved in a BID programme."