



The inaugural *An Eden Park Christmas*, held in early December, was successful enough for the organisers to commit to a second event later this year. In line with best practice, the stakeholders held a debrief to review the lessons learned from the debut occasion which attracted more than 2500 from across Auckland to the city’s “fringe district”. We find out more. . .

## Bigger, better, tighter

Event champion Claire Baxter-Cardy, Kingsland’s BID programme manager, almost wore herself out in the cause of *An Eden Park Christmas* and she’s keen to do it again - but with more helping hands next time.

A debrief session last December and a strategic planning session in late January were attended by representatives from the organisers and sponsors.

“To make 2019’s (*Eden Park Christmas*) bigger, better and tighter, we pulled apart the event so, moving forward, the success is even greater,” says Claire.

“We weighed up the pros and cons from last year (2018) and have renewed our enthusiasm for this coming Christmas.

“While the weather was great, the rain-delayed Farmers’ Santa Parade ended up clashing with our event - but we still drew a 2500 crowd!

“Local community support from both business owners and local residents was overwhelming.

“So many people said they needed this event, and loved seeing Eden Park being utilised for the community.

“The festivities confirmed that our national stadium (Eden Park) has a safe infrastructure for family-based activity.

“On the downside, we needed to collaborate (between event partners) much earlier, so I have team support from the outset.

“I wore myself out a bit getting it all going!” said Claire, with a laugh.



Eden Park chief executive **Nick Sautner**, *pictured*, acknowledged Claire's huge commitment and contribution to making the inaugural event such a success.

"From the dancers, to the soloists, to the unicyclist to the amalgamated choir, and all the acts in between, it was an event by the community for the community," Nick said.

"The Eden Park Trust is committed to utilising the stadium for the benefit of the local and wider community.

"We look forward to making the 2019 event even bigger and better."

Organisers will adopt the following improvements:

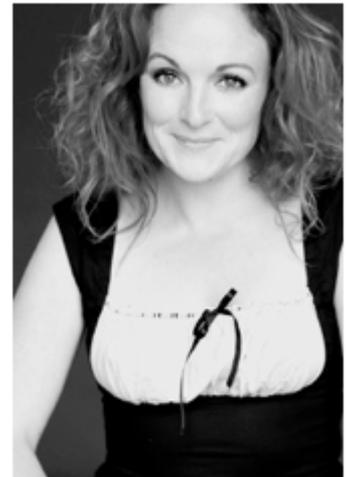
- Gain support of a media partner
- Begin advertising in August
- Team briefings to be earlier and more frequent

The final word goes to Claire Baxter-Cardy.

"We're committed to developing inclusive and free community events in The Fringe District for everyone to enjoy."



*Nick Sautner*



*Claire Baxter-Cardy*