



## KIA ORA

August and September are undoubtedly the busiest months of the year for the Ellerslie Business Association as we are in full planning mode for the Ellerslie Fairy Festival & Pirate Party, along with usual activity. Not only is this our hero event of the year, attracting thousands of locals and visitors from all over Auckland to our Village, but it is an opportunity to support our local businesses and celebrate our vibrant community.

Over the page, you'll find a full rundown of what to expect on the day and how you can make the most of this truly magical event.

Welcome to our new Ellerslie businesses – **Gone Burger** who have opened next door to Pastrami & Rye and **Brothers Haircut Ellerslie** who have taken over the old newsagent's premises at 135 Main Highway. **Sapphire Dental** are now open in Four Square Lane and **Dear Deer Coffee Roasting Bar** have opened their fifth store between Mexico and Mercy Hospice on Ladies Mile. We're also excited to have **Guitar City Music School** move into the arcade, offering guitar, bass, ukelele and piano lessons for kids aged 7 to adults.

Just a reminder that Paris for Hair has undergone a rebrand to **Parisian Hairstyling** and are still located at 123B Main Highway.

Lastly, congratulations to **Richoux Patisserie** and **Julia's Bakery** for picking up awards at this year's Supreme Pie Awards. And to **Bianca** for being featured in Cuisine's Good Food Guide 24/25, set to be released later this month.

*Sarah and Emma*  
Ellerslie Business Association



**Dear Deer Coffee Roasting Bar** is now open at Shop 3, 120 Main Highway (just behind Mexico)

## LOVE YOUR LOCAL

Tara Robinson, Ellerslie Automotive

### How did you become involved in owning the workshop?

Ellerslie Automotive has been in the village for many years. I had been a customer since 2009, and bought the business in 2015 but it wasn't until 2021 that I got out from behind the scenes and started working in the front office.

### Tell us about the Ellerslie Automotive team?

There are twelve of us, covering tyre bay, mechanical workshop and office staff. We provide WOF, service and associated mechanical repairs to pretty much all makes and models of vehicles, and can also undertake larger mechanical work like engine and transmission replacements. We are exceptionally proud to hold the MTA Best Repairer (Large Workshop) in the Northern Region.

### What do you love about being an Ellerslie local?

I first went flatting in Ellerslie for a couple of years in the mid- nineties, and returned in 2001 when we bought a house in the area. Both my girls attended Ellerslie School, and I live in (and love) the area still. I like that it is busy enough to be buzzy, but enough of a village that you don't feel invisible. What's special is the local businesses are not just your average collection of high street names and you always see someone you know in the village.

### How many years have you been supporting the Fairy Festival?

Well, if I include sponsoring my children with fairy outfits to attend year after year when

they were little, then I have been a supporter since its inception! Ellerslie Automotive got involved as a sponsor a couple of years ago – all of our sponsorships these days are solely Ellerslie focused as we like to support the community that supports us.

### What are your favourite Ellerslie Village businesses?

Given that we are known for our "doggies in the window", it goes without saying that we are regulars at Ellerslie Vets. I know the team are frequent visitors to all of our bakeries too. We are very much Ellerslie people!

### Ellerslie Automotive

171 Main Highway, Ellerslie  
hello@ellerslieauto.co.nz  
09 525 8155



Tara (back row, second from left) in the workshop with the Ellerslie Automotive team

## ELLERSLIE Fairy Festival & Pirate Party

Join us for our much-anticipated event of the year!

Sunday 8 September, 9.30am – 12.30pm  
Rides. Entertainment. Facepainting. Food.  
General Collective Kids Market.

**ALL THE DETAILS INSIDE**



ELLERSLIE

# Fairy Festival & Pirate Party

Discover more and keep up to date with developments at [ellersliefairyfestival.co.nz](http://ellersliefairyfestival.co.nz)

Ellerslie Village transforms into a magical land of enchanting fairies and adventurous pirates for our much-anticipated hero event of the year. Dust off your fairy wings, secure your eye patches, and enjoy a day of amusement rides, face painting, live entertainment, markets and more!

## MAGICAL EXPERIENCES NOT TO BE MISSED

- Fancy a magical mini-makeover and photo shoot? The talented team at Antony Philip (2 Robert Street) are ready to make you sparkle
- Forgot your tiara or pirate hat? Zoey from Dollar House will be on Main Highway selling fairy and pirate accessories galore
- The very creative community from Michael Park School will delight you with their craft stall
- Try your hand at juggling with workshops by Dust Palace
- Visit one of our 10 fabulous face painters at the bottom of Ladies Mile (\$2 p/ person) and while you're waiting, treat yourself to a whimsical lucky dip from Mercy Hospice



## ENTERTAINMENT AND RIDES



- Two bouncy castles in Four Square Lane – FREE to bounce!
- Live performances from fairies and pirates, Elsa and Anna, Ariel and Belle, Captain Hook and more
- Mesmerising giant bubble art on Main Highway
- Pohutukawa Kindergarten activity station
- Amusement rides and new rainbow slide at the Family Fun Zone in Robert Street Carpark (from \$5 p/ride)



## WHAT TO EAT



- Pastrami and Rye will have pirates serving up their delicious fairy bread and hot chocolate
- Ellerslie School will be whipping up fairy floss in the Village Square and Robert Street, and St Mary's School will be popping popcorn outside Flowers of St John



- For those adults who need an escape, pop in to Charlie Baxter's, Doolan Brothers or Union Post for a drink and a bite to eat (kids are welcome too!)
- Our local businesses are open as usual too – ice cream at Scoop & Smile, pies at Richoux Patisserie and Julia's Bakery, bubble tea and hot chips at Leti Bakery & Café, coffee and a bite to eat at one of our many popular cafes – the options are endless!



- If your tummy starts rumbling for lunch – grab a pizza from Hells or Pizza Hut, a burger from Gone Burger, coffee and a bite to eat from Columbus, Melba or Little Elephants, or sit in at Lowbrow, Mexico or Mr Tanaka's and watch the festival unfold

If you're not a fairy fan, Uber Eats and Door Dash will be delivering.



## FAIRY FESTIVAL FAQS

### What time should I arrive?

Amusement rides, bouncy castles, facepainting, General Collective Kids Market and food stands will be up and running from 9.30am. The magical procession, escorting our entertainers from the War Memorial Hall to their stations around the Village, begins at 10.30am with a bag piper.

### Will cafes and restaurants be open?

Absolutely! Our businesses will be open as usual. If you're lucky, you might even be served by a pirate!

### Which roads are closed?

From 7am until 2pm the following roads will be closed: Main Highway (between Robert and Arthur Streets), Robert Street (between Hurst Street and Main Highway) and Ladies Mile (from Robert Street carpark to Main Highway, no exit from Pukerangi Street).

### Where is the best parking?

For locals, walking to the festival is recommended as street parking will be limited to side streets. Parking options in surrounding streets and public transport information is listed in the FAQs on [ellersliefairfestival.co.nz](http://ellersliefairfestival.co.nz).

### Where are the toilets?

Portaloos will be located on Findlay St near the Bridge of Memories and public toilets (with a change table) will be open next to the War Memorial Hall. There are also toilets inside the hall with a change table and the Plunket room will also be open for breastfeeding and changing.

### Do I need cash for rides and activities?

Yes, for some you will. Face painting is \$2 p/person, and the amusement rides start from \$5 p/ride. Eftpos available and cash accepted.

### What if I need help on the day?

Make your way to the Ellerslie Village information marquee in the Village Square for lost kids and general information. First Aid will be based on Arthur St next to the public toilets. You can also approach any of our fairy helpers in bright pink t-shirts or one of our Ellerslie Community Patrol team for help.



For the latest festival news and updates head to [www.ellersliefairfestival.co.nz](http://www.ellersliefairfestival.co.nz)

## GENERAL COLLECTIVE KIDS MARKET

Tailored especially to the littlest customers, the General Collective Kids Market takes over Arthur Street carpark with a carefully curated offering of high-quality kids clothing, toys, games, gifts and more – all created by some of Auckland's best designers and creatives. Plus, there's some street food vendors to keep you fuelled.



## LOOKING FOR FUN KIDS' ACTIVITIES?



### GIRL GUIDING NZ

Ellerslie Pippins (girls 5-6) meet Tuesdays from 4-5pm at St Peter's Church, 7 Harrison Rd. Learn to make and fly a kite, clean up a beach, visit a fire station and explore the world around you. Register for a free trial at [girlguidingnz.org.nz](http://girlguidingnz.org.nz) or call Hannah on 027 444 3708.



### ELLERSLIE CRICKET CLUB

Proudly sponsored by Ray White Ellerslie, registrations for the 2024/25 season are now open. From the Junior Skills Programme for kids aged 4-7 to Junior, Youth, and Senior leagues, be part of the action! [ellersliecricket.co.nz/register](http://ellersliecricket.co.nz/register)



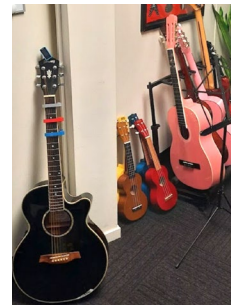
### ELLERSLIE KARATE

Have fun, build confidence, and stay fit! Kids KFit Classes for ages 5-10 offer a mix of cross-training exercises and routines. There are also graded and non-graded karate development classes for all ages. 20 Kalmia St. [ellersliekarate.com](http://ellersliekarate.com)



### ELLERSLIE TENNIS CLUB

The Junior season kicks off mid-September for kids aged 4-15. Membership includes access to courts, interclub matches and Saturday morning coaching from 8.30am – 11am. [ellerslietennis.org.nz](http://ellerslietennis.org.nz)



### GUITAR CITY MUSIC SCHOOL

Come and learn guitar, drums, ukelele or piano. Learn to read music, prepare for exams, or just have fun. Lessons take place right here in the Village arcade and cater for absolute beginners to advanced. Call Filipe on 022 513 7515.

## WHAT'S ON IN ELLERSLIE



### BONITA X KYLE STREET July, August & September

Kyle Street, acclaimed chef and owner of Culprit joins Bonita for a takeover not to be missed. Expect big flavours with this unique Kiwi twist on Spanish cuisine. Now open for lunch, Friday and Saturday from Noon. 131 Main Hwy. [bonitabonita.co.nz](http://bonitabonita.co.nz).



### BUY EVERYTHING IN OUR HOUSE 12 August – 13 September

Support Ellerslie School's biggest fundraiser ever with this exciting online auction where you can bid on everything and anything in their virtual house. Scan the QR code or go to [www.32auctions.com/BEIOH](http://www.32auctions.com/BEIOH)



### COFFEE WITH A COP Tuesday 20 August, 9am – 10am

Come and meet our community policing team at Little Elephants Cafe, 179 Ladies Mile for an informal chat to find out what the Police are up to in Ellerslie. Coffee is on us. All welcome!

GET ELLERSLIE VILLAGE NEWS STRAIGHT TO YOUR INBOX.  
SUBSCRIBE AT [ELLERSLIEVILLAGE.CO.NZ/OUR-NEWSLETTER](http://ELLERSLIEVILLAGE.CO.NZ/OUR-NEWSLETTER)



### LOCAL BIZ GATHERING Wed 21 August & Wed 18 September, 5.30pm – 7pm

Network in a fun environment with your local business community. RSVP to [nanci@takeupspace.co.nz](mailto:nanci@takeupspace.co.nz) for catering. Take Up Space, 23 Kalmia Street.



### ONE TREE HILL KINDY'S 70TH BIRTHDAY Saturday 14 September, 2pm – 4pm

Join us for afternoon tea, face painting and more as we celebrate 70 years of this awesome community kindy. All welcome – especially past and present families.



### ELLERSLIE TENNIS CLUB'S 100TH BIRTHDAY Saturday 28 September, 6.30pm

The club welcomes past and present members to spend a wonderful evening at Michaels Ave Community Centre, to celebrate 100 years of the club. Purchase tickets at [www.ellerslietennis.org.nz](http://www.ellerslietennis.org.nz)



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TO VISIT THE ELLERSLIE  
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