



**AGENDA FOR A MEETING OF THE ARTS, EVENTS AND CULTURE SPECIAL COMMITTEE  
TO BE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE, LINCOLN, WAITAKERE  
CITY, ON WEDNESDAY, 8 MARCH 2006 COMMENCING AT 9.30 AM**

---

**TABLE OF CONTENTS**

<b><u>ITEM</u></b>		<b><u>PAGE NO.</u></b>
1	<b>APOLOGIES</b>	<b>1</b>
2	<b>URGENT BUSINESS</b>	<b>1</b>
3	<b>CONFIRMATION OF MINUTES</b>	<b>1</b>
4	<b>TOURISM AND ECONOMIC DEVELOPMENT OPPORTUNITIES</b>	<b>2</b>
5	<b>WAITAKERE FIREWORKS DISPLAY 2005</b>	<b>5</b>

**AGENDA FOR A MEETING OF THE ARTS, EVENTS AND CULTURE SPECIAL COMMITTEE  
TO BE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE, LINCOLN, WAITAKERE  
CITY, ON WEDNESDAY, 8 MARCH 2006 COMMENCING AT 9.30 AM**

---

**1 APOLOGIES**



**2 URGENT BUSINESS**

Section 46A(7) of the Local Government Official Information and Meetings Act 1987 provides that where an item of business is not on the agenda, it may only be dealt with at the meeting if:

- (i) the Committee by resolution so decides; and
- (ii) the Chairperson has explained at the beginning of the meeting (when open to the public) that the item will be raised for discussion and decision, why the item is not on the agenda, and why it cannot be delayed until a subsequent meeting.

The Committee may make a decision on a matter determined to be urgent.

**NOTE:** Urgent Business need not be dealt with now and may be delayed until later in the meeting.



**3 CONFIRMATION OF MINUTES**

Meeting Minutes - 8 February 2006

**RECOMMENDATION**

That the minutes of the Meeting of the Arts and Events Special Committee held on Wednesday, 8 February 2006, as circulated, be taken as read and now be confirmed.



#### 4 **TOURISM AND ECONOMIC DEVELOPMENT OPPORTUNITIES**

##### **PURPOSE OF THE REPORT**

The purpose of this report is to update Arts, Events and Culture Special Committee Members on tourism and economic development opportunities that will arise from the Zhejiang Investment and Trade Symposium, to be held in Ningbo, and the Chelsea Flower Show to be held in London.

##### **BACKGROUND**

In 2005, on an official visit to Waitakere's Sister City of Ningbo, Mayor Bob Harvey, Councillor Peter Chan and the Chief Executive Officer were successful in negotiating a presence at the Zhejiang Investment and Trade Symposium (to be held from 8-12 June). Large overseas corporates, and indeed countries, are paying many thousands of dollars to be present at the trade show. However, because of Waitakere's long-standing Sister City relationship, a trade stand has been made available for local enterprises free of charge.

A1-A2

This is one of the largest trade shows in China and presents a unique opportunity for Waitakere-based businesses to open up international trade links. Further background on the expo is attached at pages A1 to A2.

Since last year Council officers and officials from Enterprise Waitakere have worked on pulling together a high-powered delegation from various sectors, including education, marine and film whose attendance is now confirmed. Whilst some members of the delegation are looking at export opportunities others are using the Trade Show to source raw materials at competitive international prices.

At around the same time as the trade show, Waitakere and its environs will feature as New Zealand's entry at the Chelsea Flower Show, in the United Kingdom. The garden is inspired by the dramatic landscape of the West Coast.

The Arts, Events and Culture Special Committee received a presentation from Tourism New Zealand on this initiative in November 2005 and subsequently, in December 2005, a presentation was made to the full Council by Tourism Auckland.

Tourism Auckland's presentation also raised the suggestion of Chelsea being the first step in a longer term, more formal, relationship between Waitakere City Council and Tourism Auckland. Staff were asked to work with Tourism Auckland to formalise a relationship which could, for example, deliver a 3-year plan for destination marketing services for Waitakere. That work will come back at a later date.

Representatives from Enterprise Waitakere and Tourism Auckland will be in attendance at this meeting to answer any questions.

##### **STRATEGIC CONTEXT**

Strong Innovative Economy is identified as a strategic platform through the Annual Plan and Long Term Council Community Plan.

The City's Economic Development Strategy (adopted in June 2004) identifies support for cluster groups such as film, marine and tourism and integration with regional and national initiatives as key objectives. Both the Zhejiang Trade Show and the Chelsea Flower Show directly contribute to supporting the growth of these sectors.

The involvement of the education sector as part of the trade delegation also contributes to fulfilling another short term objective of the Economic Development Strategy, namely to improve links with tertiary and other institutions.

In addition, a significant Waitakere presence at the Zhejiang Investment and Trade Symposium gives real substance to the Sister City relationship with Ningbo which until now has largely focussed on cultural exchanges.

## **ISSUES**

The following programmes of activity have been developed, respectively, for Ningbo and Chelsea:

### **Ningbo**

Last year Waitakere's Sister City of Ningbo offered a free stand and promotional space at one of the largest trade shows in China.

Expressions of interest were sought from local businesses who are attempting to break into the huge Chinese market. An introductory launch function was held at The Trusts Stadium, attended by around 30 companies, industry groups and other organisations.

A delegation of 18 led by the Mayor, has now been confirmed for the trade show. They represent sectors such as education (Unitec and five local high schools, who will be targeting international students), pharmaceuticals, marine, film, and information technology.

Members of the delegation will attend a series of seminars themed "Doing Business In China" (delivered by New Zealand Trade and Enterprise) during April to ensure that they are well placed to capture any opportunities that arise.

In China, the delegation will be supported by New Zealand Trade and Enterprise officials who will establish contacts and arrange one-on-one meetings for them. The Mayor's status as an honorary citizen of Ningbo will also be leveraged to secure high level meetings with Chinese trade officials.

### **Chelsea**

In the lead up to the Flower Show, local tourism operators will be up-skilled through a series of training modules/seminars run by Tourism Auckland. This will enable them to take advantage of an expected rise in visitor numbers following the show. The three-stage programme begins with a Capability Assessment (1 hour assessment of each business's training needs), a workshop series and follow-up coaching (one to one).

A "Touring Routes" web-site will be developed by Enterprise Waitakere over the next few months- again to cater for and expected rise in tourist inquiry. The existing tourism website, [www.destination-waitakere.com](http://www.destination-waitakere.com) features those who pay to advertise in the Destination Waitakere brochure. This site will be enhanced by featuring all local operators, free of charge, and including touring routes/day trips/half day trips.

The site will also link directly to Waitakere Online and Tourism Auckland's 'Great Auckland Touring Routes' website.

- Tourism NZ will utilise the Mayor's presence in a series of media interviews/opportunities during the show. Likewise, local promotional material, including the Mayor's book "Untamed Coast" and small pieces from local artists, will be included in information packs to be handed out to key players in the UK tourism industry, travel media and business.

As part of Tourism Auckland's integrated marketing campaign at Chelsea, the City (Council) will co-ordinate with that organisation on collateral, including brochures/flyers, and giveaways etc for the distribution at the show.

- Council staff have also assisted the garden designer, Xanthe White, to source materials such as rocks (from the City's quarry), sand, and in liaising with iwi over appropriate protocols.

Whilst in the UK, the Mayor will also use the opportunity to host a function at NZ House. Run with assistance from the Kiwi Ex-Pats Abroad Association, a presentation will be made on economic development opportunities in Waitakere to around 100 senior executives and business owners. The Kiwi Ex-Pats Abroad Association is a business network established out of the Knowledge Wave Conference.

In the past other New Zealand cities, including Wellington and Dunedin, have held similar presentations in an effort to attract investment back to their regions. Any investment leads will be followed up several weeks later, when an Enterprise Waitakere staff member is in the UK on a private visit.

Meetings will also be held with the UK branch of the investment banking firm which is assisting in raising capital for the new Henderson Valley Studios project.

## **RESOURCES**

Costs associated with the Mayor heading the business delegation to Ningbo and Chelsea will be met from the Sister Cities and elected members' travel budgets, which have been allocated in the 2005/2006 Annual Plan. Individual members of the Trade Delegation will pay their own costs and expenses.

## **CONCLUSION**

During May and June 2006 two major international events offer the City, and local business, unique opportunities to undertake targeted tourism and other economic development initiatives. Council officers have been working closely with Enterprise Waitakere and organisations such as Tourism Auckland, Tourism New Zealand and New Zealand Trade and Enterprise to ensure that these opportunities are maximised.

## **RECOMMENDATION**

That the Tourism and Economic Development Opportunities report be received.

Report prepared by: Wally Thomas, Director: Public Affairs.



## 5 WAITAKERE FIREWORKS DISPLAY 2005

### PURPOSE OF THE REPORT

The purpose of this report is to report to the Arts, Events and Culture Special Committee on the Waitakere Fireworks Display which was held at the Waitakere Stadium on 5 November 2005.

### BACKGROUND

The Waitakere City Lions Luncheon Club Inc. hosted the inaugural Waitakere Fireworks Display at the Douglas Track and Field - Waitakere Stadium.

A highly professional 40 minute pyrotechnics show was to be the feature of this family orientated event, with a variety of other activities taking place prior to the fireworks display.

Ticket prices were set as follows:

Adult	\$15.00
Pensioners	\$ 5.00
Students (15 to 18yrs)	\$ 5.00
Children (under 15 years)	\$ 2.00
Family (2 adults & 2 children)	\$25.00

Through the 2005/2006 Annual Plan, Council approved funding and Council officer support to work with the Lions in staging the Display.

### STRATEGIC CONTEXT

The Local Government Act 2002 defines one of the purposes of Local Government as being to promote the social, economic, environmental and cultural well being of communities, in the present and for the future.

The City Events programme aligns with the Long Term Council Community Plan in creating vibrant and economically viable town centres, contributing to the Urban and Rural Villages strategic platform and to the development of Strong Communities.

### ISSUES

The weather did not dampen the Waitakere community's enthusiasm for this exciting event. In their post-event report, organisers estimated an attendance of approximately 8,000 people on the night, slightly lower than anticipated, but to be expected given the rain. Event organisers have indicated that with family ticket concessions it has been difficult to capture the exact attendance number. The audience demographic included a wide cultural diversity with a significant family presence noted on the night.

The full event programme included a Kapahaka performance from Rutherford College, a Police Dogs' demonstration, the Kelston Boys Hip Hop Group, music from the Waitakere Trusts Brass Band, athletic races and a rescue display from the Westpac Rescue Helicopter. The 40 minute fireworks display was scheduled for dusk to conclude the event celebrations.

Fundraising opportunities were provided to several community organisations through sausage sizzles, glow stick sales and bucket collections. The Westpac Helicopter Trust conducted a collection and was successful in raising \$1500 towards a new helicopter.

There were several minor event management issues which arose throughout the planning and staging of this display, mostly in relation to regulatory and compliance requirements relating to the fireworks display. Event organisers felt that some of controls were “time expensive” in terms of the level of commitment required by the volunteers to address, but also felt that with one event now under their belt they would be able to continue with a significantly reduced time commitment as procedures and processes are now better understood.

The fireworks display itself was magnificent. Unfortunately however, the final display, which included the logo of Council and The Trusts, did not fire because the boards had become too wet by that stage. This was disappointing but beyond the control of event organisers.

All event promotions and advertising displayed the Council logo and identified Council as a key sponsor and contributor to the event. In addition, event organisers offered “free” advertising space in the event programme for upcoming Council Christmas events. This was very well received.

Event organisers have acknowledged that promotion of Council as a major sponsor on the night via the public address system was inadequate. This was primarily due to the MC not adhering to the brief he was provided with. This will be addressed should the show go ahead this year.

Security, crowd control and car park management were all undertaken to a high level.

## **RESOURCES**

A sum of \$25,000 was allocated to this event through the 2005/2006 Annual Plan. This was supplemented with an additional \$40,000 in external funding and sponsorship from The Trusts (Waitakere and Portage Licensing Trusts).

Event organisers will make a presentation via the 2006/2007 Annual Plan to support funding for another event in the next financial year.

## **CONCLUSION**

The Waitakere Fireworks Display 2005 was a successful event which reflected the community’s desire to participate in and be provided with safe, organised celebrations such as this one. Poor weather did reduce the expected crowd numbers somewhat, but event organisers estimated 8,000 people still enjoyed the night. Minor organisational issues will be addressed should the event be held again in 2006.

## **RECOMMENDATION**

That the Waitakere Fireworks Display 2005 report be received.

Report prepared by: Jo-Anne InanCSI, City Events Coordinator, Public Affairs.

