

**AGENDA FOR A MEETING OF THE CULTURE, ARTS AND EVENTS SPECIAL COMMITTEE
TO BE HELD AT WAITAKERE CENTRAL, 6 HENDERSON VALLEY ROAD,
HENDERSON, WAITAKERE, ON WEDNESDAY, 14 MARCH 2007
COMMENCING AT 9.30 AM**

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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 Chairman 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 - 13 December 2006

RECOMMENDATION

That the minutes of the Meeting of the Culture, Arts and Events Special Committee held on Wednesday, 13 December 2006, as circulated, be taken as read and now be confirmed.



4 TRASH TO FASHION® AWARDS

PURPOSE OF THE REPORT

The purpose of this report is to update the Cultural, Arts and Events Special Committee on the outcomes of the Trash to Fashion® Awards 2006, to put forward a set of options for the future of this event as presented to the Long Term Council Community Plan and Annual Plan Special Committee Meeting, 2 March 2007 and to present more detailed information to allow the Cultural, Arts and Events Committee to make recommendations for the future of the project.

BACKGROUND

The Trash to Fashion® Awards event has been produced in Waitakere City for eleven years. In that time it has grown from a fairly humble community cultural celebration into a flagship event for the Ecocity. That transition, while delivering some significant benefits to Waitakere in terms of profile, perception of a unique identity, educational buy-in and support for the sustainability ethos, has also brought a raft of challenges. These broadly emanate from the areas of funding, sponsorship, marketing, target audiences and venue.

There is an historic partnership with the Keep Waitakere Beautiful (KWB) Trust, who are the originators of this event. The KWB Trust wish to terminate that partnership. The partnership has always been very positive, but they have been signalling this change for two years as the KWB Trust wishes to access funding from the Licensing Trusts to undertake other projects. A Trash to Fashion Trust has been proposed as a funding and support partner to Council.

Of recent years, there has been significant support from the two Licensing Trusts and they have held naming rights for the last three years. (The 2006 grant from the Portage and Waitakere Licensing Trusts was \$65,000.) The Trusts have formally resolved not to fund Trash to Fashion® this year (2007) but have indicated strong support for it in the future.

In 2004 Trash to Fashion® was moved to the new Trusts Stadium. This was perceived to be a breakthrough development in bringing Trash to Fashion® to a larger and wider audience in an upmarket venue with a high quality of amenity. To a degree this has been successful. The venue is safe, accessible and well-appointed. Seating is plentiful and sight-lines are good. Corporate hospitality for key sponsors is well served. The scope for staging and special effects is generous, although it is not a performance venue per se, and some production qualities are less than ideal. However, with the move has come a significant rise in production costs. These are due to the baseline costs around hiring the stadium for the week that it takes to mount the production and the increase in scale, and therefore cost, of all elements of the production set-up (lighting rigs, staging, set, sound production etc). It is of note that there is now no other venue in the City large enough and with a certificate of compliance in which this event could be held.

There has been a growth in audience numbers each year, but this has not met or kept pace with the production costs and the event has run at a significant loss for each of the three years it has been in the stadium. There is a clear correlation between this slower than expected growth and the size of the marketing budget. A recent informal evaluation by a professional event company has identified this, and the overall inadequate budget, as a primary problem.

Underpinning this situation is the struggle to access sponsorship. The two primary funders of the event have been Council and the two Licensing Trusts. This has been supported by a long-term commitment from Council's Solid Waste Unit, Kensington Swan and, more recently, Unitec. Other smaller and in-kind sponsors have also supported the project. The sponsorship search has been undertaken by existing staff, who are neither qualified in this area or have time within their work programmes to effectively manage this. Once again, feedback from both the Stadium events' team and the professional event company is that this project is very marketable to potential sponsors; it has been a case of limited staff time and expertise.

The engagement with schools has been one of the great strengths of this project. There are now many schools across the region with integrated programmes within their curricula based around Trash to Fashion®. (There are currently daily enquiries being received from schools requesting information about this year's programme and awards.) The combination of the schools' involvement from a community perspective and the high production quality of the overall event has been one of the unique aspects of the event.

Marketing, or the lack of a budget to adequately fund advertising, is a key weakness in the Trash to Fashion® project. The event company have identified a shortfall in the marketing budget from a professional event management perspective. Anecdotal evidence from 2006 showed that in response to one ten-minute interview on Breakfast TV at 7.40 in the morning, ticket sales increased from an average 100 per day to 500 in three hours.

It is clear that the Trash to Fashion® Awards cannot continue to deliver a loss to the Council despite the wide concern about, and support for, the project as a flagship Waitakere event. This report outlines a number of options for resolving this issue.

A proposal from an event company for a strategic partnership with Council to present the Trash to Fashion® Awards will be available for this meeting.

STRATEGIC CONTEXT

The Trash to Fashion® Awards are identified in the Council's Arts and Cultural strategy as a Waitakere City flagship event.

The environmental message that is intrinsic to Trash to Fashion® is consistent with the sustainability ethos of the City.

Wellbeing aspirations are also served by the provision of an exciting, locally-generated event for the community.

ISSUES

Budget

The Annual Plan budget line for Trash to Fashion® is \$150,000. Of this, \$10,000 is attributed to awards funding and \$140,000 to production costs. However, there is a requirement to return \$62,000 to Council in retrievals, leaving an effective production budget of \$88,000. Ticket sales account for a part of that return.

For 2006, the two Licensing Trusts contributed \$65,000, other cash sponsors \$33,500 and ticket sales \$48,296.

Ticket prices have been kept at an accessible community level throughout the history of this project. The current range, \$27(adult), \$22(concession) and \$12(child), is probably as high as can be sustained. However, this contributes to the overall budget problems.

A1-A3 The final budget for Trash to Fashion® 2006 is attached at pages A1-A3.

N.B: There is a full-time salaried position in the Arts team as the Trash to Fashion® Coordinator.

Media

In general, Trash to Fashion® creates very visually exciting and attractive copy for all media. Television coverage consistently creates an immediate rise in ticket sales, which indicates that access to television is a critical component of any plan to increase audience numbers. There have been several attempts to secure documentary coverage of this event without success to date.

A4-A5 A Media Report which simply lists all media approached and coverage achieved is attached at pages A4-A5. This does not indicate quality of media coverage and profile for the City. In general, editorial coverage in both print and television highlights the sustainability issues in relation to the City's profile as an Ecocity. It is difficult to place a value on that profile.

Key Points

In finding a solution to the current untenable situation with Trash to Fashion® the following points may be of value:

- The event is viewed by professional event managers (Stadium staff, events company,) as having huge potential;
- There is a significant engagement from schools across the region, both with entries and curricula studies during the year;
- There is a growing awareness of the event nationally and internationally, with ten entries from overseas this year; and
- The show is the impetus for both schools and the wider community to engage with this project.

Options for 2007

At the Long Term Council Community Plan and Annual Plan Special Committee Meeting of 2 March 2007, the following resolutions were passed:

“That \$105,000 net cost of funding for Trash to Fashion® remain in the draft Annual Plan 2007/2008 to allow the Council through the Annual Plan final deliberations process to consider and implement recommendations from the independent review that will be presented to the Culture, Arts and Events Special Committee and any further work undertaken.”

301/2007

“That in the event that Trash to Fashion® does not proceed in the year 2007/2008 that \$30,000 be put towards the development of the project for the subsequent year and that \$75,000 be put towards the 2007/2008 Events Bid Budget.”

302/2007

These resolutions offer some direction to the Culture, Arts and Events Special Committee in further examining the possibility of establishing a strategic partnership with an events company.

1. Continue the project on the condition that a sponsorship target, that would ensure the event could run to budget, is met by the end of May 2007. This option requires/demands that a Trash to Fashion® Trust is set up and that an event company partnership is put in place to source increased and adequate sponsorship to support greater investment in marketing. A new coordinator would need to be contracted by the end of March to ensure the event could run on schedule this year.

Strengths

- Continuity and protection of the brand - Ecocity, sustainability etc
- Opportunity to increase revenue and audience
- Opportunity to create a strategic partnership with a professional event company
- Continuity of the schools' programmes
- Timeliness - with the increased focus on environmental issues.

Risks

- Failure to achieve sponsorship targets
- Loss of positioning, despite having an established brand
- Disruption to the schools' curricula involvement.

2. Contract a Trash to Fashion® coordinator to undertake a full evaluation of the project, communicate with schools to keep the curricula studies alive and to bring recommendations to Council by mid-year. This would imply that the show will not take place this year.

Strengths

- A low-risk option without losing the event permanently.
- Time to develop new options for the funding and structure of the project.

Risks

- Loss of momentum
- Perceived loss of ownership of the brand (Hamilton has a growing Trash to Fashion event)
- A significant level of disappointment and disruption to schools' involvement
- A diminishing of the current brand awareness.

3. Cancel the Trash to Fashion programme permanently.

Strengths

- No further risk or liability for Council.

Risks

- Loss of a significant Waitakere flagship event
- Likelihood of the brand and event growing stronger in another centre.
- Loss of this particular schools' programme
- Loss of an event which fits the current sustainability focus.

A decision as to which option to take forward may be impacted by a proposal and/or appraisal from an event company, which will be available for this meeting.

RESOURCES

The Annual Plan budget line for Trash to Fashion® is \$150,000. Of this \$10,000 is attributed to awards' funding and \$140,000 to production costs. However, there has been a requirement for 2006/2007 to return \$62,000 to Council in retrievals (income), leaving an effective production budget of \$88,000. The current draft Annual Plan budget indicates a retrieval line of \$45,000, which would leave an effective budget of \$105,000. Ticket sales account for a part of that return.

CONCLUSION

The decision as to the future of the Trash to Fashion® Awards is a complex one. This event has brought considerable profile to the City and its sustainability ethos. However, funding has been an ongoing issue and this has been exacerbated by the move to The Trusts Stadium three years ago. Despite Council and the Licensing Trusts investing significant funding into this project, the major problem is insufficient budget to carry the scale of the event and market it adequately. External partnership and increased sponsorship is the only avenue to resolving this and relates directly to the capacity to increase the audience through marketing.

RECOMMENDATION

1. That the Trash to Fashion® Awards report be received.
2. That the Culture, Arts and Events Special Committee recommend options for the future of Trash to Fashion® to the Long Term Council Community Plan and Annual Plan Special Committee for consideration during final deliberations on the 2007/2008 Annual Plan.

Report prepared by: Naomi McCleary, Manager: Arts.



5 LOPDELL HOUSE DEVELOPMENT TRUST

PURPOSE OF THE REPORT

The purpose of this report is to update the Culture, Arts and Events Special Committee on progress to date of the new Lopdell House Development Trust, to present a draft Partnering and Funding Agreement for discussion and approval and to request the release of Auckland Regional Services Trust (ARST) monies, currently held by Council for this project, to the Trust for the purpose of furthering the project.

BACKGROUND

The first Lopdell House Arts Development Trust was set up in 2003 with a brief to develop a concept plan and associated management plans for the refurbishment of Lopdell House into an integrated arts precinct. Its work over the subsequent two years produced a concept plan which includes a new 'white box' gallery to be built to house the city's regional arts facility, and the refurbishment of the heritage building to house a complex of other arts activities, including some commercial anchor tenants such as a small cinema complex. This work was funded by the Portage Licensing Trust. A feasibility study undertaken by Council confirmed that the concept, subject to some further refinement, was sound. This study was reported to, and received by, the Culture, Arts and Events Special Committee in July 2006.

The previous trust operated as the Lopdell House Arts Development Trust (LHADT). The new trust has chosen to operate as the Lopdell House Development Trust (LHDT).

The concept plan was presented to Council via an Annual Plan submission on 2 June 2006. Although no formal resolutions were passed, the concept plan was accorded a very positive response and a capital expenditure budget of \$2 million was approved in the final 2006/2007 Annual Plan.

The Lopdell House Arts Development Trust had therefore completed its work as specified in its trust deed and the dissolution of that trust and the proposal to set up a second, more stream-lined trust to undertake the next stage of design development was reported to the Culture, Arts and Events Special Committee on 13 December 2006.

The following resolutions were passed:

- “1. That the Lopdell House Arts Development Trust report be received.
2. That a partnership agreement between Council and new Lopdell House Arts Development Trust be developed and brought back to the Culture, Arts and Events Special Committee for approval at the February 2007 meeting of the Committee.
3. That, subject to the completion of trust deeds and a partnership agreement between the new Lopdell House Arts Development Trust and Council being completed, the Culture, Arts and Events Special Committee approves the release of \$100,000 of Auckland Regional Services Trust monies, currently held by Council, to support the next stage of development of the Lopdell House Arts Precinct.”

2463/2006

STRATEGIC CONTEXT

The further development of the Lopdell House Arts Precinct is signalled in Council's Arts and Cultural Strategy 2003 and in the Long Term Council Community Plan 2006-2016.

The development of this precinct has benefits in relation to the provision of vibrant town centres, tourism opportunities and economic growth in the Titirangi Village community and creative sector. It thus contributes to the Urban and Rural Villages strategic platform.

The promotion of the cultural wellbeing of communities is also a requirement of the Local Government Act 2002.

ISSUES

A6-A19 The new Lopdell House Development Trust has completed the formalising and signing of a Trust Deed and this is attached at pages A6-A19. It is of note that it is an independent trust without Council appointees. The Council's Arts Manager is currently supporting the trust in a liaison role and accessing internal advice where appropriate.

A20-A33 As requested, the LHDT has developed a draft Partnering and Funding Agreement for Council's perusal and approval. This is attached at pages A20-A33. This document has been based on the agreement between Council and the Stadium Trust as a model of best practice. It has been scrutinised by Council's Legal Services Team and amended accordingly. Although there are areas of future partnership with Council which are indicated without full detail, it is suggested that this agreement is sufficiently clear for both parties to proceed with confidence.

The essence of the draft Partnering and Funding Agreement is as follows:

- Ownership of the site by Council is acknowledged;
- The Trust's scope of activity is defined;
- Access to the ARST funding is requested;
- The issue of tenure is defined but not resolved - agreement to negotiate this to both parties' satisfaction is outlined;
- A reporting schedule is proposed; and
- The responsibilities of each party are defined.

On the condition that the Culture, Arts and Events Special Committee receives the Trust Deed and approves the draft Partnering and Funding Agreement, the Trust is requesting the release of the full amount of funding, \$264,000 plus accrued interest, allocated by the Regional Arts and Cultural Funding Allocation Subcommittee in March 2004. This is a change to the request for \$100,000 made at the December 2006 meeting. The Trust now submits that in order to progress the project with velocity in 2007, it is necessary for them to engage a Project Manager and to proceed with detailed design and further investigation of commercial anchor tenants. The full ARST allocation will be required for this to progress. Applications will be subsequently made to both the Portage Licensing Trust and to the ASB Trust.

The original grant of one third of the remaining ARST funds (approximately \$264,000) for this project was made, on the condition of an adequate business plan being presented to the Regional Arts and Cultural Funding Allocation Subcommittee. This Committee does not currently meet, as all ARST funds have been allocated but not all funds have been dispersed. It is assumed that the Culture, Arts and Events Special Committee is now the appropriate channel for recommending the release of this grant. The LHDT submits that the development of a concept plan by the previous trust (LHADT), which has been positively received by Council, the allocation of significant funding through the Long Term Council Community Plan and the submission of both a Trust Deed and a draft Partnering and Funding Agreement to this Committee fulfils that condition.

RESOURCES

The 2006/2007 Annual Plan allocated \$2 million capital expenditure to this project. It is likely that this sum will require to be carried over to the 2007/2008 financial year. There is a further \$1,029 million in the Long Term Council Community Plan for 2007/2008.

There is \$264,000 of Auckland Regional Services Trust (ARST) monies held by Council for this project.

CONCLUSION

The new Lopdell House Development Trust has completed both a Trust Deed and draft Partnering and Funding Agreement and presents these to the Culture, Arts and Events Special Committee for endorsement. The LHDT is eager to proceed with some urgency to the next stage of development and is therefore requesting the release of the full amount of ARST funding held by Council.

RECOMMENDATIONS

1. That the Lopdell House Development Trust report be received.
2. That the Trust Deed for the new Lopdell House Development Trust be received.
3. That, subject to the approval of Council's legal advisors, the draft Partnering and Funding Agreement between the Lopdell House Development Trust and Council be approved.
4. That, subject to the satisfactory completion of both the Lopdell House Development Trust Deed and the proposed draft Partnering and Funding Agreement between the Lopdell House Development Trust and Council, the remaining funding of \$264,000 is released to the Lopdell House Development Trust for project development.

Report prepared by: Naomi McCleary, Manager: Arts.



6 GREAT NORTH ROAD/EDMONTON ROAD BRIDGE, ARTIST CONCEPT DESIGNS

PURPOSE OF THE REPORT

The purpose of this report is to present to the Culture, Arts and Events Special Committee the three concepts submitted by selected artists for the arts' integration on the Great North Road/Edmonton Road Bridge.

BACKGROUND

The Council has approved the redevelopment of the Great North Road, Edmonton Road Bridge as part of the wider Henderson streetscape redevelopment. Part of the accepted plan is for the design and construction of a sculptural intervention on the bridge across the Oratia Stream from the intersection of Great North Road and Edmonton Road. It is intended that the concepts should provide a portal to the Henderson Central Business District (CBD). In line with Council's Arts Design Practice, officers contracted three artists to produce concepts for the integration of art into the existing bridge design.

The concept designs have been reviewed by a design group, consisting of Council officers, Landscape Architects Isthmus Group, Chairman of the Henderson Community Board, a member of the Henderson Business Association and the Chairman of the Culture, Arts and Events Special Committee, to assess the viability of each design as it relates to the proposed road bridge.

STRATEGIC CONTEXT

Urban and Rural Villages

The bridge will contribute to the ongoing development of a "people friendly" city and its arts component will ensure it confirms to the requirement for attractive and vibrant urban spaces, for public enjoyment, growth and development.

Arts and Cultural Strategy

Council's Arts and Culture Strategy endorses the arts/design process used in this project.

ISSUES

The concept designs have been reviewed by a design group, consisting of Council officers, Landscape Architects Isthmus Group, Chairman of the Henderson Community Board, a member of the Henderson Business Association and the Chairman of the Culture, Arts and Events Special Committee, to assess the viability of each design as it relates to the proposed road bridge.

On the basis of the engineering estimates, and combined with a response to the aesthetics and appropriateness of each concept, a preferred design has been identified.

It is important to note that the detailed design stage becomes an iterative process in which clear costings, technical issues and design develop in parallel and are modified to meet project targets.

Consultation with Structural Engineers and Quantity Surveyors is currently in progress and information regarding the estimated costs and buildability of the recommended concept design will be presented to the Culture, Arts and Events Special Committee at the meeting.

Concept 1

John Parker

A34-A45

Artist/designer John Parker submitted a concept attached at pages A34-A45 that talks about the city being a living, breathing thing and his proposal reflects this in a number of ways. Situated on the north-eastern corner of the intersection, the proposal is for a large electronic information sign to display the following information: date, time, temperature, water height, water flow and population level. The intention is that the sign would be solar-powered to reflect the Council's Eco City strategy. The design also positions along each side of the existing road bridge, a series of panels that carry sections of a large kauri leaf motif. These panels are mounted on the sides of the bridge, over the stream on a steel framework. The panels are designed to rotate in the wind, so the view of the work would change as the wind affected the panels. In addition to the large rotating panels, there would be a series of smaller panels carrying the kauri motif that would be attached to the existing handrail structure of the bridge.

As proposed, the concept would be visible to motorists and pedestrians transiting the bridge from both directions. The scale and placement of the panels would be critical to maintaining the view shafts from the bridge to the stream in both directions.

Concept 2

Phil Rooke

A46-A53

Artist Phil Rooke has produced a concept attached at pages A46-A53 based around a large, single, stainless-steel tree form that is constructed from a series of symbols that would be drawn from consultation with the local community. The proposal shows the tree sculpture located on the edge of the footpath on the north-eastern corner of the intersection. The proposal includes the widening of the footpath around the sculpture to allow pedestrians to walk around the work.

The proposal was developed with a sense of history, place and community in mind.

Concept 3

Jason Hall

A54-A58

Jason Hall has presented a concept attached at pages A54-A58 that refers to the fact that all cultures use vertical markers as a method of marking space. In the case of Iwi, this is often achieved with the Pou Whenua and/or the palisade fence. The European cultures use flagpoles and/or picket fences to achieve the same territorial marking of spaces.

The proposed design is based around a series of vertical columns running down each side of the bridge. The columns vary in height, starting at 3.5 metres high at each end and progressively increasing in height in the centre to 8.5 metres high. The columns are also arranged in an arc along the length of the bridge. The top of each of the marker poles has a section that would carry integrated lighting that would enhance the overall effect during the darkness hours.

Part of the overall concept is for the widening of the footpaths down each side of the bridge, to allow better access and transition across the bridge for pedestrians. It is proposed that this would be achieved by cantilevering the footpath out over the stream, with the marker poles penetrating the extended footpath. This would give the effect of the artwork being seamlessly integrated into the bridge as opposed to being added to the bridge.

RESOURCES

Detailed construction was budgeted by the Transport Assets' unit in the Long Term Council Community Plan as follows:

Streetscape:	2006/2007	\$1,710,000
	2007/2008	\$1,170,000

Within the above-listed budgets, a sum of \$250,000 has been allocated for the design, engineering and implementation of the artwork on the Great North Road Bridge.

CONCLUSION

All three concept designs are of a quality that would enhance the Council's ongoing development of the Henderson Township. As visual markers, Concept 1 and Concept 3 offer the most prominence and would both become landmarks at the approach to Henderson from the east. The inclusion of a significant visual portal on the bridge would offer users an indicator of an entry to the Henderson Central Business District.

Taking into account both the visual qualities and estimated costs of the three options, it is recommended that Option 3 be selected for progress to detailed design.

RECOMMENDATIONS

1. That the Great North Road/Edmonton Road Bridge Artist Concept Designs' report be received.
2. That Option 3 be selected as the preferred concept in principle, and that valuation work as to cost and buildability be undertaken and reported back to the Culture, Arts and Events Special Committee for final approval before construction begins.

Report prepared by: Mark Osborne, Arts Project Coordinator.



7 REVIEW OF THE 2006/2007 PASIFIKA GAMES

PURPOSE OF THE REPORT

The purpose of this report is to provide a summary of the Pasifika Games (the Games) held on 16 December 2006 at the Douglas Track and Field, and hosted by the Village Community Services Trust (the Village).

BACKGROUND

The Games festival started in 1993 as a Sport Waitakere initiative. The single-day Games incorporated various sporting activities and provided the opportunity to promote, recognise and celebrate Pacific Island culture. The Games were originally run in conjunction with the Living Arts Festival, however as the festival grew, a decision was made to divide the Living Arts Festival and the Games into two separate events.

The Council first provided financial sponsorship to the Games in 2001. In 2002 the event grew to become a two-day event, with the Pacific Cup Challenge Netball Tournament being run on the additional day. The Council became the major sponsor and has sponsored the Games to the sum of \$20,000 for each of the last four years. In 2006 the event returned to just a single-day event, without the Netball component.

STRATEGIC CONTEXT

Leisure activities contribute to the wellbeing of the City's residents by providing recreation opportunities that promote health and social cohesion. The Council's Leisure Strategy, Parks' Strategy, and Revenue and Financing Policy guide the provision of activities, to ensure that they are available to all residents, responsive to changing demands and provided efficiently. The Council's strategic objective for leisure is to provide a comprehensive range of leisure, recreation and sports services.

Through the Strategic Plan, the Council has adopted a platform of 'Strong Communities', stating that in the next ten years Council will develop the City as a renowned hub of social activity, arts, leisure, sports and recreation.

ISSUES

The Village took over the ownership of the Games from Sport Waitakere in October 2006 after much discussion about who was the best agency to run the event. The Village decided to hold the event on 16 December 2006, as this worked well for Rugby 7s, as there were no major tournaments being played at that time, it was just before the national provincial tournament and it would provide an excellent opportunity for teams to practice before that tournament. The Village approached Council to see if they could use the Douglas Track and surrounding fields, as this would provide a more central and visible venue than Moiré Park where the Games had been held in the past.

The Village asked Council to once again be the primary sponsor of the event and a sponsorship agreement was signed between the two parties on 8 November 2006. The Village were also able to attract a number of other sponsors, including the New Zealand Police who sponsored the Rugby 7s' tournament, Polynesian Blue who sponsored a return trip for two to Samoa, and Niu FM who provided on air promotion of the event. This was an excellent achievement by the Village, considering the time frame they had to organise the event.

An estimated crowd of 4,500 attended the Games (including spectators and participants) which included four sports, (Rugby 7s, Tag, Mixed Touch and Kilikiti), food stalls, including a number of stalls specialising in Pacific food and a stage area which included performances from Adeaze, The Brown Brothers and other local talent.

The main attraction was the Rugby 7s, which included an elite competition involving four provincial teams and a club competition with twelve teams from throughout the region. The highlight of the day was the elite final between Joeli Vidiri's Counties Manukau side up against Eric Rush's Auckland team. Players and managers from all the teams were very impressed with the professional way the competition was run, with some even commenting that it was the best organised tournament they have been involved with. They were also impressed with the venue and the calibre of teams participating and were excited about returning next year. The Village is looking at the possibility of including international teams in next year's event.

Tag New Zealand once again organised, ran, and officiated a successful seven nation's tournament which proved very popular with the spectators. The high energy sport is continuing to prove popular with Pacific people and continues to be a great fit with the Games.

The Touch competition struggled for entries and unfortunately the junior mixed tournament was unable to be run. However a successful senior touch tournament took place, with eight teams involved. The Village believe if they had more time to promote the tournament they would have been able to run both competitions and will be looking to improve this area of the event at next year's Games.

A highlight for many was the celebrity Kilikiti game, with many celebrities taking part, including the Mayor. This was a great way of launching the event and all those involved appeared to have a lot of fun. A social Kilikiti tournament followed with three teams playing a round robin, with many members of the public participating. Due to the size of the field, it meant that a competitive Kilikiti tournament would be difficult to play but the social tournament proved popular and helped give the event that real Pacific feel.

The stage programme ran from 10.00 am until the prize giving at 5.30 pm and included a number of talented Pacific performers, such as Adeaze and The Brown Brothers, along with a number of school groups. This was seen as a great way of showcasing the talents of Pacific people, not just on the sports fields but on the stage as well.

The Games were run in conjunction with the Pacific in the Park event, which was held on 15 December 2006 at the same venue. The two events were able to share some of the costs associated with putting on the events, such as staging and sound equipment, which helped keep the costs down, but unfortunately caused some confusion with many people who mistook the two events for the same event. The pros and cons of holding the events together needs to be discussed before next year's event.

The Village had a comprehensive marketing and promotion campaign in place, using a number of different mediums such as Radio and Print. They had a number of billboards up around the city, as well as a number of articles and advertisements in the Western Leader to complement the radio coverage being supplied by Nui FM. A number of flyers were distributed via different networks, as well as information being sent out electronically and being put on various organisations' websites. An evaluation of the success of each method still needs to be undertaken by the Village to ensure they are using the most effective way to reach their target audience.

RESOURCES

Council was the primary sponsor of the Games and provided \$20,000 through the 2006/2007 Annual Plan. Council officers also assisted and supported the planning committee.

CONCLUSION

The Village hosted the 2006/2007 Pasifika Games at the Douglas Track and Field on 16 December 2006. A large crowd of approximately 4,500 enjoyed a number of different sports, performances on stage by a number of local and well-known Pacific groups, as well as a variety of different food stalls, many selling traditional Pacific foods.

Given the limited time frame for the planning and promotion of the event, the Village did an excellent job of organising and running the event. From the feedback received, those involved really enjoyed the event and were impressed with the way it was organised and run. The venue proved very popular and easily accessible, with the Village keen to see the Trusts Stadium used as well for future events. The marketing and promotion of the event was good, but some more work needs to be done around the effectiveness of the various mediums that were used and the target audience being reached.

The Village can be proud of their achievements with such limited time available to organise the event. It appears that the change in the managing organisation has contributed to the event gaining greater support and ownership by the Pacific community, which is extremely encouraging for the continuation and sustainability of the event in the future.

RECOMMENDATION

That the Review of the 2006/2007 Pasifika Games report be received.

Report prepared by: Rob McGee, Leisure Services: Projects and Contracts Officer.



8 EQUINOX WORLD JUNIOR BADMINTON CHAMPIONSHIPS EVENT UPDATE

PURPOSE OF THE REPORT

The purpose of this report is to update the Culture, Arts and Special Events' Committee on the Equinox World Junior Badminton Championships to be held in Waitakere City in October 2007.

BACKGROUND

Since last year Council officers, in conjunction with The Trusts Stadium, have been working with management of Badminton New Zealand to secure the Equinox World Junior Badminton Championships.

The Council assisted Badminton New Zealand with its bid which, with the support of Oceania countries, has been successful.

Badminton New Zealand is now in the process of pulling together its event management team, which will include an in-house Tournament Director, Events' Manager, Marketing/Media Liaison and Logistics' Manager. Council officers and staff from The Trusts Stadium will be invited to work alongside this management team.

STRATEGIC CONTEXT

The events' portfolio is seen as supporting Council's First Call for Children commitments and also supporting the promotion of social, economic, environmental and cultural well being of communities, as defined through the Local Government Act and Council's own Long Term Council Community Plan.

ISSUES

Up to 40 countries are expected to attend the Equinox World Junior Badminton Championships, with some 350 competitors, plus support staff. The competition will be held over an 11-day period from 25 October to 4 November 2007. Seminars and coaching programmes for officials will also be held.

Badminton New Zealand is in discussion with Television New Zealand for filming of the event, with the ultimate goal to produce live pod-casting and a one-hour highlights programme for the Asian market.

With some negotiation, it was agreed that the Badminton community would move the dates of this event to enable the city to bid for the Netball World Cup.

Economic benefit to the Waitakere region will come from accommodation, transport and trade and general retail spend by athletes and officials who will be staying locally. Badminton New Zealand has already booked most of the city's available accommodation for the event, and will be using the Lincoln Green as its Tournament Headquarters.

RESOURCES

Council contributed funding from its 2006/2007 events bid budget to secure this event and staff time will be required to assist in the set up phases of the competition. Council officers are currently looking at their work plan for 2007/2008, to prioritise and shift commitments to accommodate the anticipated requirements of this event.

CONCLUSION

Council, in association with Badminton New Zealand and The Trusts Stadium, has secured the 2007 Equinox World Junior Championships. This is an exciting opportunity for the city and, based on the success of this event, Badminton New Zealand are keen to enter into discussions looking at the long-term future of their sport and what other opportunities may be available for the city and Badminton New Zealand to work on together to enhance the profile of the city and the sport to a wider audience base.

RECOMMENDATION

That the Equinox World Junior Badminton Champions Event Update report be received.

Report prepared by Barbara Cade, Events & Special Projects Manager, Public Affairs.



9 CREATIVE COMMUNITIES SCHEME ALLOCATION SUBCOMMITTEE CHANGE OF REPRESENTATIVES

PURPOSE OF THE REPORT

The purpose of this report is to update the Culture, Arts and Events Special Committee of the changes to the Creative Communities Scheme administration process and to identify new representatives on the Creative Communities Scheme Allocation Subcommittee from the Titirangi Community Arts Council (TCAC), Waitakere Central Community Arts Council (WCCAC) and Pacific Island Board Inc.

BACKGROUND

The Creative Communities Scheme Allocation Subcommittee reports to the Finance and Operational Performance Committee. The field of activity of this Subcommittee is to deal with Creative New Zealand funding and any other matters relating to the Creative Communities Scheme.

The Chairperson of the Creative Communities Scheme Allocation Subcommittee raised a concern to Council officers regarding the unusually low percentage of Maori and Pacific Island community organisations who apply to the Creative Communities Scheme. It was requested that Council officers investigate this situation and identify ways to increase the number of Maori and Pacific Island community groups applying to the Creative Communities Scheme.

Representatives from the following organisations were members of the Creative Communities Scheme Allocation Subcommittee until late 2006:

One Waitakere City Councillor	Judy Lawley (Chairman)
Professional artist nominated by Lopdell House Society	Chris Hoult
Professional artist nominated by Waitakere Cultural Development Trust	Alison Milne
Business sector	Heather Baugh
Titirangi Community Arts Council	La Robinson-Johnson
Waitakere Central Community Arts Council	Ken Davey
Te Taumata Runanga (Ngati Whatua)	Bernadette Papa
Te Taumata Runanga (Te Kawerau a Maki)	Te Warena Taua
Pacific Islands Community	Mata Tepai

In December 2006, Council received notification that Ms La Robinson-Johnson would no longer represent Titirangi Community Arts Council (TCAC) as part of the committee. In January 2007, the Waitakere Central Community Arts Council (WCCAC) notified Council that their representative, Ken Davey, resigned from the organisation.

The Council's Pacific Islands Advisory Board changed their name to Waitakere Pacific Board Incorporated in September 2006. In October 2006 the Waitakere Pacific Board held elections for their membership. It is expected that at the Waitakere Pacific Board's February meeting, a new representative of the Board to the Creative Communities Scheme Allocation Committee will be identified and Council informed subsequently.

STRATEGIC CONTEXT

The Creative Communities Scheme Allocation Subcommittee allocates funding from Creative New Zealand. Through its strategic documents and adoption of the strategic platform Strong Communities, Council outlines its commitment to undertaking initiatives that will contribute to making Waitakere a safe, healthy place to live and to improving local leisure and recreation opportunities and choices.

Through adoption of First Call for Children, Council has also stated its commitment to proactively supporting children, young people and their families in Waitakere. Direct financial assistance to providers of arts and cultural projects and activities assists Council's commitment to this policy.

ISSUES

Pacific Island and Maori Applications

In response to the concern regarding the low number of Maori and Pacific Island applicants to the Creative Communities Scheme, Council's Community Assistance Administrator undertook investigation into the situation and determined some immediate actions which could improve the uptake of the fund by Maori and Pacific Island community groups.

Council's Community Assistance Administrator initiated several meetings within Council and established a closer working relationship with Council's Pacific Arts Advocate and Council's Community Art Coordinators. Through these meetings it was determined that the officers would collaborate in establishing specific funding workshops for the Maori and Pacific Island community groups regarding the Creative Communities Scheme.

Two workshops were established to support Maori and Pacific Island applicants with creating successful applications to the Creative Communities Scheme. These workshops were held in the Manukau Room at Council in early February 2007 with between 15 to 20 attendees.

Changes to Representatives for the Creative Communities Scheme Allocation Subcommittee

The following changes to the membership in the Creative Communities Scheme Allocation Subcommittee are:

Titirangi Community Arts Council changes from La Robinson-Johnson to Sue Robertson.

The Waitakere Central Community Arts Council representative changes from Ken Davey to Marion Sutcliffe.

A new representative from the Waitakere Pacific Board will be selected from the elective committee at the Waitakere Pacific Board meeting on the 21 February 2007, with interim representative being Cheryl Talamaivao.

These nominations need to be confirmed by the Culture, Arts and Events Special Committee before the membership can be changed and the new representatives can commence their duties in their full capacity.

RESOURCES

There are no additional financial or staffing resources required.

CONCLUSION

In response to the concern regarding the low number of Maori and Pacific Island applicants to the Creative Communities Scheme, Council's Community Assistance Administrator, in collaboration with Council's Pacific Arts Advocate and Community Art Coordinators, held three funding workshops. Two were held regarding the fund specifically for Maori and Pacific Island community groups. Approximately 15 to 20 people attended the Maori and Pacific Island community workshops and feedback from attendees on the value of the workshop material was favourable.

Changes to the membership in the Creative Communities Scheme Allocation Subcommittee are:

Titirangi Community Arts Council changes from La Robinson-Johnson to Sue Robertson.

The Waitakere Central Community Arts Council representative changes from Ken Davey to Marion Sutcliffe.

A new representative from the Waitakere Pacific Board will be selected from the elective committee at the Waitakere Pacific Board meeting, on the 21 February 2007, with interim representative being Cheryl Talamaivao.

The changes to representatives for the Creative Communities Scheme Allocation Subcommittee are subject to the confirmation of the Culture, Arts and Events Special Committee. If confirmed, the membership can be changed and the new representatives can commence their duties in their full capacity.

This report is to advise and update the Culture, Arts and Events Special Committee of the changes to the Creative Communities Scheme administration processes and the Allocation Subcommittee representatives from the Titirangi Community Arts Council, Waitakere Central Community Arts Council and Pacific Island Board Inc.

RECOMMENDATIONS

1. That the Creative Communities Scheme Allocation Subcommittee Change of Representatives report be received.
2. That the following representatives be appointed to the Creative Communities Scheme Allocation Subcommittee effective immediately:

Sue Robertson Titirangi Community Arts Council

Marion Sutcliffe Waitakere Central Community Arts Council

Cheryl Talamaivao Waitakere Pacific Board Inc (Pacific Islands Advisory Board).

Report prepared by Greta Buchanan, Community Assistance Administrator.

