

# **City Development Committee**

**Thursday, 3 May 2007  
Commencing at 9.30 am**

**Item 11:      Trash To Fashion® Options**

**SUPPLEMENT TO A MEETING OF THE CITY DEVELOPMENT COMMITTEE  
TO BE HELD AT WAITAKERE CENTRAL, 6 HENDERSON VALLEY ROAD,  
HENDERSON, WAITAKERE, ON THURSDAY, 3 MAY 2007  
COMMENCING AT 9.30 AM.**

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**11 TRASH TO FASHION® OPTIONS**

**PURPOSE OF THE REPORT**

The purpose of this report is to bring to the City Development Committee a set of options for consideration around the future of the Trash to Fashion® Awards project.

**BACKGROUND**

At the meeting on Thursday, 5 April 2007 of the City Development Committee a report and a range of options for the development and management of the Trash to Fashion® Awards was presented by the director of Dazzle Events. The following resolution was passed:

*“That the City Development Committee approves the implementation of (Option 2) of the report from Dazzle Events attached at pages S5 and S6 in the supplement to the Agenda and that the funding issues be referred to the Annual Plan process.”*

588/2007

Option 2 committed Council to maintaining the \$105,000 currently in the Draft Annual Plan with up to a further \$190,000 to allow for the present standard of the event to be maintained, an increase in the marketing budget as recommended by Dazzle Events and the contracting of professional partners in planning, marketing and sponsorship management. This 2007 budget proposal was part of a three-year plan with the Council's increased financial support reducing substantially in years two and three.

On the basis of this resolution publicity was initiated to confirm to the public that the event would proceed this year.

At the Council meeting of Thursday, 26 April 2007 the following Notice of Motion was tabled:

*“We the undersigned Councillors wish to rescind resolution 588/2007 passed at a meeting of the City Development Committee held on 5 April 2007 as follows:” (See above)*

A further resolution, returning the issue to the City Development Committee for consideration of other options, was passed as follows:

*“That consideration of the options be the subject of a further report to the City Development Committee at its meeting on 3 May 2007.”*

715/2007

**STRATEGIC CONTEXT**

The Trash to Fashion® Awards project is identified in 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, and supports, the sustainability ethos of the City.

## ISSUES

Given that the decision to produce the Trash to Fashion® Awards, as they stand, has been rescinded, there is a need for a new set of options to be presented. Those options that relate to the presentation of a modified programme for 2007 are now also impacted by timelines. The longer-term options are less affected but require adjustment to meet the current situation.

### Option 1

That the Trash to Fashion® Awards programme is disestablished and the budget is reassigned to other projects.

### Option 2

That a schools' programme, as yet not fully designed, is implemented with the aim of running a very much smaller event in November or December which would involve school children only. This option would focus on expanding the educational content around environmental issues.

**N.B:** It is not possible to clearly articulate the content and outcome of this proposal as timelines for school participation are now very constrained. However, it is clear that school interest is still active and that by working with advisors in the educational sector, a programme can be implemented.

**Budget Implications: \$35,000 required for an education programme and small event.**

### Option 3

That Option 2 is implemented concurrently with a further development of a three-year business plan in partnership with a professional event company. This option implies that there would be a return to a full Trash to Fashion® event in 2008 and 2009 by which time the project would be substantially funded by external sponsorship and income generated by ticket sales. There would still be a need for some core Council funding.

**Budget Implications: \$35,000 for schools programme  
\$25,000 for project development for a 2008 show  
\$45,000 consultancy fees for Three-Year Business Plan  
plus marketing and sponsorship management.**

There has been a further proposal floated around using Trash to Fashion® as a generator of fund raising for community organisations. This could have the added benefit of increasing audience numbers to significant levels over a shorter term. This proposal requires interrogation and will be put into the overall development process if Option 3 is approved by Council.

Both Option 2 and Option 3 also imply a continued relationship with Keep Waitakere Beautiful (KWB) with the aim of having KWB take over a substantial part of the education programme by 2008.

A further issue relates to the setting up of a Trash to Fashion® Trust. This has been proposed as way to support the both the ethos and the funding needs of the project. Currently there are four potential trustees who have made a commitment to the project.

## **RESOURCES**

There is currently \$150,000 allocated to this project in the Draft Annual Plan 2007/2008. Of this \$45,000 is required to be returned to Council from ticket sales.

## **CONCLUSION**

Given Council's decision to rescind the option to underwrite the Trash to Fashion® Awards for 2007, a further decision is required both to define the level of project activity for 2007 and the future of the event in total. The options outlined provide a range of outcomes for consideration.

## **RECOMMENDATIONS**

1. That the Trash to Fashion options report be received.
2. That the City Development Committee endorse it's favoured option for the future of the event.

Report prepared by: Naomi McCleary, Manager: Arts.

