

City Development Committee

**Thursday, 5 April 2007
Commencing at 9.30 am**

Item 2: Urgent Business

**Item 2A: Urgent Business - Trash To
Fashion® 2007**

**SUPPLEMENT TO A MEETING OF THE CITY DEVELOPMENT COMMITTEE
TO BE HELD AT WAITAKERE CENTRAL, 6 HENDERSON VALLEY ROAD,
HENDERSON, WAITAKERE, ON THURSDAY, 5 APRIL 2007
COMMENCING AT 9.30 AM.**

2 URGENT BUSINESS

That the matter of Trash to Fashion® 2007 be considered as Urgent Business as the report requested by the Culture, Arts and Events Special Committee from Dazzle Events at its meeting held on Wednesday, 14 March 2007 to be brought to the City Development Committee on a final 'go or no' for the future of Trash to Fashion® was not available at the time of printing of the agenda and a decision needs to be made with urgency to enable adequate lead in time for organisation of the 2007 Trash to Fashion® event.



2A TRASH TO FASHION® 2007

PURPOSE OF THE REPORT

S1-S9

The purpose of this report is to bring to the City Development Committee an appraisal and proposed directions for Trash to Fashion® 2007. The report attached at pages S1 to S9 has been prepared by Dazzle Events, the consultancy responsible for the Council's Events Strategy (approved in October 2006). There will be a presentation from the Director of Dazzle Events.

BACKGROUND

This report follows a presentation made to the Culture, Arts and Events Special Committee by Dazzle Events on Wednesday, 14 March 2007 and provides a more in depth analysis and recommendations for action.

The relevant resolution of that meeting is as follows:

“That a final ‘go or no go’ report on the future of Trash to Fashion® and options for an event in the 2007 calendar year be brought to the City Development Committee meeting scheduled to be held on Thursday 5th April 2007.”

461/2007

STRATEGIC CONTEXT

The Trash to Fashion® Awards are 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.

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

ISSUES

The overarching issues around this decision have been identified through the resolution passed by the Culture, Arts and Events Special Committee (as above) and are fully articulated in the attached report from Dazzle Events.

Option 4, as outlined in the attached report, would result in a schools' only programme for 2007, leading to a full reinstatement of the event in 2008 under a new marketing and sponsorship partnership. This option offers the least risk to Council.

Should Council wish to proceed to a full event this year, Option 2 is the only viable model and requires that Council guarantees to underwrite the programme beyond the allocated budget.

It is recommended that in order to examine and manage the longer-term future of the Trash to Fashion® project, that a three-year management plan, with a review of the project structure and partnerships, be completed with the 2007/2008 financial year.

It is of note that the partnership with Keep Waitakere Beautiful (KWB) is still active and that further discussions will take place as to how that partnership will be expressed in the future. The interest in KWB being a conduit for the educational side to Trash to Fashion® will require further negotiation and discussion. For 2007 it will require that the staff position in Council is maintained and budget allocated to this aspect of the project.

RESOURCES

The 2007/2008 Draft Annual Plan Budget identifies \$150,000 for this project. A return to Council of \$45,000 in ticket sales leaves an actual cost to Council of \$105,000.

To fund Option 4 it will be necessary to maintain the staff position and budget \$30,000 from the 2007/2008 Annual Plan budget for running a schools' programme. A further \$30,000 will be needed to implement a reinstated full programme throughout the first half of \$2008.

The three year management plan requires a budget of \$40,000 from the 2007/2008 Annual Plan budget.

The budget for commissioning a management plan, running a 'schools only' programme and the reinstatement of the full programme for 2008 is currently available in the draft Annual Plan pending confirmation during the June deliberations.

Should Council wish to undertake Option 2 (a full show in 2007 with a further budget requirement to underwrite the potential funding shortfall), the total budget required, over the \$105,000 allocated in the Draft Annual Plan, would be a further \$125,000 to \$190,000.

CONCLUSION

The Trash to Fashion® Awards event has come before Council for a definitive decision in regard to activity in 2007. Council's longer-term commitment to this project will be further interrogated in response to a three-year management plan.

A 'gap year', with a schools' only programme, leading to a full resumption of the awards in 2008, is the recommended course of action. However, the report from Dazzle Events outlines both the risks and advantages of this option and Council may wish to consider a continuation of the full project with the requirements for further funding as outlined.

RECOMMENDATIONS

1. That the Trash to Fashion® 2007 report be received.
2. That the City Development Committee approve the implementation of a 'schools only' event for 2007 (Option 4) of the report from Dazzle Events attached at page S7 to the Agenda, with a resumption of the full Trash to Fashion® Awards programme for 2008.

S7

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