

**AGENDA FOR A SPECIAL MEETING OF THE PROJECTS SPECIAL COMMITTEE
TO BE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE, LINCOLN,
WAITAKERE CITY, ON FRIDAY, 9 MAY 2003
COMMENCING AT 9.30 AM.**

TABLE OF CONTENTS

<u>ITEM</u>		<u>PAGE NO.</u>
1	APOLOGIES	1
2	CONFIRMATION OF MINUTES	1
3	PRESENTATION	1
4	EVENTS PROGRAMME	1

**AGENDA FOR A SPECIAL MEETING OF THE PROJECTS SPECIAL COMMITTEE
TO BE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE, LINCOLN,
WAITAKERE CITY, ON FRIDAY, 9 MAY 2003
COMMENCING AT 9.30 AM.**

1 APOLOGIES



2 CONFIRMATION OF MINUTES

Ordinary - Wednesday, 6 November 2002
Ordinary - Wednesday, 2 April 2003

RECOMMENDATION

That the minutes of the Ordinary Meeting of the Projects Special Committee held on Wednesday, 6 November 2002 and Wednesday, 2 April 2003, as circulated, be taken as read and now be confirmed.



3 PRESENTATION

Director: City Services will make a presentation on the Munroe Bridge Art Project.



4 EVENTS PROGRAMME

PURPOSE OF THE REPORT

This report is an update on the series of public events held since the last report to the Special Projects Committee in September 2002.

BACKGROUND

The Annual Budget 2002/2003 signalled a desire to extend the Council's reach into the community, present a more "friendly face", and assist with the celebration of 10 years as an Eco-City.

STRATEGIC CONTEXT

The programme is particularly aligned to the Council's Annual Budget and 10 year plan priorities of:

- creating vibrant (and economically viable) town centres;
- developing strong communities;
- promoting Waitakere as a "Fun City";
- raising City profile and awareness;
- fostering civic/community pride;
- seen as a 'friendly face' Council.

ISSUES

The Council committed \$20,000 for seed funding for Community Events during the Annual Plan process.

To date the following community events have been assisted with this seed funding:

- Waipareira Trust Sports Day;
- Vineyard Community Trust Spring Festival;
- Sport Waitakere (Auckland Blues Game);
- Sport Waitakere Pasifika Games;
- Waitakere Marathon;
- Diwali Festival;
- Elvis Memorial Day;
- Waitakere Peace Concert;
- Kelston Girls Cultural Festival;
- Waitakere Christmas Festival;
- Community Christmas Parades.

As part of the Eco City + 10 celebrations, the Eco-Day Festival was held on 9 March 2003 at Corban Estate Arts Centre. A full stage with 12 artists, six organic food stalls, 48 exhibitors and Council public information stands, eco-bus tours around the city, free car emission testing, free seminar areas were well patronised with approximately 2,800 attending. Major sponsors were BP and Phoenix Organic, both intimating they would like to be involved in the future.

The Annual Plan attracted a number of submitters with suggestions for event activities and where possible these were worked into the programme (e.g. Wild Out West) or have been proposed for the 2003/2004 Annual Budget.

Part of this funding was also utilised to market events - an events calendar was produced to cover October - March called W.O.W (What's On Waitakere) some 60,000 were distributed with the October edition of the Waitakere City News, placed on the Council website and through other outlets. The response has been very positive from both staff and the public. Another edition is proposed for the next financial year.

Events Held to Date: **Approx. Audience**

2002

September	Event Guide W.O.W produced Literary Festival/Storyfest	3,500
October	Pasifika Games Festival	8,000
November	Jack Pringle Park Opening Trash to Fashion Waitakere Christmas Festival	1,000 3,500 8,000
December	Three Christmas Parades	3,000

2003

January	World Kilikiti Games Blues V Hurricanes	9,000 10,000
February	Wild Out West Musicfest Turf Turing Harbourview	1,800 200
March	Eco Day Festival	2,800

Proposed Future Events to end 2003

Harbourview Community Planting Day	31 May
Matariki Celebrations	June
W.O.W event guide	June
Jog A Dog	August/September
Moon Festival	September
Todd Street Organic Market	September
Literary Festival/Storyfest	September
Waitakere Christmas Festival	November
Trash to Fashion	November

The aim is to have a minimum of 50,000 people over a 12 month period (roughly a third of the City's population) involved in at least one of these activities. During the first seven month period reported, this target has already been exceeded with some 50,800 attendees at city events.

In addition, an important function will be to identify opportunities and mount "bids" for significant regional or national events in the coming months.

CONCLUSION

The programme of public events in the October 2002-April 2003 was met with excellent attendance and support. These events met a number of the Council's strategic priorities and provided a platform for an on-going programme.

RECOMMENDATION

That the information be received.

Report prepared by: Andrea Johnston-Taylor; City Events Co-ordinator.

