

**AGENDA FOR A MEETING OF THE ARTS AND EVENTS SPECIAL COMMITTEE
TO BE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE, LINCOLN,
WAITAKERE CITY, ON WEDNESDAY, 9 FEBRUARY 2005,
COMMENCING AT 9.30 AM.**

TABLE OF CONTENTS

<u>ITEM</u>		<u>PAGE NO.</u>
1	APOLOGIES	1
2	URGENT BUSINESS	1
3	CONFIRMATION OF MINUTES	1
4	TRASH TO FASHION® AWARDS - 2004 OVERVIEW	2
5	EVENTS PROGRAMME	5
6	EVENTS STRATEGY UPDATE	9
7	SISTER CITIES NEW ZEALAND 2005 CONFERENCE	10

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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 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 - Wednesday, 8 December 2004

RECOMMENDATION

That the minutes of the Meeting of the Arts and Events Special Committee held on Wednesday, 8 December 2004, as circulated, be taken as read and now be confirmed.



4

TRASH TO FASHION® AWARDS - 2004 OVERVIEW

PURPOSE OF THE REPORT

This report provides an overview of the Trash to Fashion® Awards 2004 and highlights both the successes and challenges which have arisen out of the shift to the Trusts Stadium.

BACKGROUND

The Trash to Fashion® Awards 2004 was the ninth production in this event's history. The first Trash to Fashion® event was a simple party for volunteers, hosted by Keep Waitakere Beautiful. Keep Waitakere Beautiful remained actively involved in the early years as the event was growing but eventually handed the production over to the arts team in Public Affairs. Keep Waitakere Beautiful remain the nominated originators of the event and partners in the presentation of it. A Memorandum of Understanding defines the relationship between Keep Waitakere Beautiful and Council.

Over the past five years Trash to Fashion® has been transformed into a major professional festival with high production values and a significant educational programme. There is a dedicated .75 position in the arts team to facilitate the programme and the event. Entries are generated from without New Zealand and there is emerging interest from other countries.

The participation of school children and young people has always been a feature of the project and this continues. For 2004 an independent educator offered workshops for teachers in integrating Trash to Fashion into school curricula and the Corban Estate Arts Centre, Waitakere Central Community Arts Council and Lopdell House Gallery all offered workshops in crafting entries. Connections with other educational resources, such as the Education facility at our Refuse Centre, are promoted to schools and entrants. There are other potential developments in this aspect of the programme.

The total actual cost of the project was \$253,794 (budgeted at \$252,562) Income, including grants and ticket sales was \$221,787 (budget prediction was \$253,000) The Council contribution, as approved in the Annual Plan 2004/05 was \$90,000. The shortfall in the budget of \$32,000 can be almost entirely attributed to lower than expected ticket sales.

By comparison the 2003 event had a final budget of \$196,827 and made an overall loss of just \$1,500.

Sponsorship plays a major role in the funding for the show. The two Licensing Trusts have generously supported the awards for several years. In 2004 they jointly increased the level of sponsorship to a total of \$60,000 and took naming rights to the show. Along with the naming rights to the stadium, this provided a major profile for the Trusts. Other sponsors included Creative New Zealand, Kensington Swan, Helio Graphics, M.A.C., Westfield WestCity and Matua Valley Wines.

There were 540 registrations, 350 garments received and 229 on stage. Of these 69 were primary school students and 33 high school students. A production crew of 75 was employed during production.

The major challenge for the 2004 project was the shift to The Trusts Stadium. Prior to this the event had been held for two years at the Corban Estate Basketball Courts. This venue, while suitably rigorous and industrial, created major problems with safety and comfort for audiences.

The benefits in this shift were much anticipated and delivered huge improvements in safety, audience comfort and sight-lines, parking, corporate facilities and staging potential. The new and highly professional environment has definitely lifted the standing of the show. However, The Trusts Stadium is not primarily a performance space and there were challenges in adapting the show to effectively use the huge space and in managing the pack-in and rehearsal week without disrupting the ongoing function of the venue.

Despite this, the show played for two nights to critical acclaim. The Prime Minister attended the awards night and presented the Supreme Award. Feedback from many sources indicates that Trash to Fashion® at The Trusts Stadium has attracted a new and growing audience and that people from across the region are surprised at the originality and professionalism of the show.

A1-A5

A major benefit to the city, and to the Council, is the profile the project attracts regionally and nationwide across all media. It registers interest both as an arts and cultural event and as a flagship for sustainability. It is difficult to put a dollar figure on this profile but beyond the advertising budget of \$25,000, it is estimated to be worth in excess of \$50,000 of paid advertising. (The list of media editorial coverage is attached at pages A1 to A5.)

STRATEGIC CONTEXT

Trash to Fashion® is identified in Council's Arts and Cultural Strategy as a city flagship event.

The environmental message that is intrinsic to Trash to Fashion® is in keeping with Waitakere City's EcoCity status. The focus on recycling and re-using, supports the message of sustainability that is promoted through the city's waste management practices.

Well-being aspirations are also served by the provision of an exciting, locally generated event for the residents of Waitakere City.

The requirement of the Local Government Act for Councils to take responsibility for the cultural well-being of their communities also supports this programme.

ISSUES

The major issues affecting this project are as follows:

A6-A8

- Budget: The event ran over budget by approximately \$32,000, as attached at page A6 to A8. This deficit can be attributed to the following:
 1. Income from ticket sales failed to reach projected targets.
 2. The event, held on the 3rd and 4th December, was, in hindsight, too close to Christmas and was in competition with many other events and distractions, including Christmas in the Park. (N.B. This time slot was the only one available at The Trusts Stadium)
 3. Extremely bad weather kept 'impulse audience' from venturing out on the second night.

- Venue: There is no doubt that The Trusts Stadium venue provides high levels of audience comfort, safety and good sight lines. Corporate hospitality facilities are excellent and were fully utilised. The scale of the staging area also allows for extensive rigs and theatrical effects. However, it is a sporting venue and the following issues created challenges and incurred cost increases:
 1. Blackout: Extra blackout had to be installed.
 2. Security: Although external security for the building is satisfactory, within the building it is not possible to isolate the stadium area and extra 24 hour security was required.
 3. Sound: In general the sound system in the stadium is good but there are 'dead spots' which have no effect on sporting fixtures but are not satisfactory for performances.
 4. The provision of food and drink at the stadium is fully contracted to on-site providers. Although generous concessions were made to the project team to allow sponsored wine to be sold and served, the cost of catering for crews and guests was much higher than in previous years. Income from wine sales, which in the past has been a part of the budgeted income, was not available.
- Sponsorship: Trash to Fashion® is dependent on both continued Council support through the Annual Plan and on sponsorship from the trusts and the private sector. A concerted effort to expand the sponsorship base will be undertaken early in the year. It is expected that revenue from ticket sales will increase as word of the new venue and the quality of the show is disseminated. A judgement call will have to be made as to whether to increase the number of performances in 2005. A season of four to five shows is the current target.

RESOURCES

Trash to Fashion® is a budgeted item in the Annual Plan. The Trusts are the major and naming sponsor. Corporate sponsorship is growing as is revenue from ticket sales and registrations.

CONCLUSION

The Trash to Fashion® Awards has become a flagship event for the city. Although the quality and scale of the show has been growing over the past five years, the move to The Trusts Stadium has created a major shift in production values and audience experience. Although there remain challenges in the delivery of this event and programme it is expected that they can be resolved. The significant shortfall in the budget will be addressed in the planning for the 2005 event.

RECOMMENDATION

That the Trash To Fashion® Awards - 2004 Overview report be received.

Report prepared by: Naomi McCleary, Manager: Arts.



EVENTS PROGRAMME

PURPOSE OF THE REPORT

To provide a progress report on City Events and their management.

BACKGROUND

A number of events have been completed in the city in the period since the last report in December 2004 and the Council is working with a number of organisers for events that will be being staged in the immediate future.

We are simultaneously, improving operating systems to better integrate and co-ordinate events activities, share resources, avoid conflicts of dates, etc. and to better publicise events.

In addition, a separate report on this agenda documents an events strategy proposal.

Reference is made in this report to in-kind assistance and facilitation. Examples include using the Council's overall purchasing in the course of a year, to obtain and pass on preferential rates for hiring venues, portaloos, etc. We assist with traffic management planning, navigating through Council systems for booking parks, terms and conditions of use of venues, assist with problem solving, etc.

STRATEGIC CONTEXT

The programme of Events is aligned to the Council's Long term Council Community Plan and assist in:

- Creating vibrant (and economically viable) town centres;
- Developing strong communities;
- Promoting Waitakere as a "fun city";
- Raising city profile and awareness;
- Fostering civic and community pride;
- Providing a friendly face for the Council.

ISSUES

1 Events Completed Since December 2004

The National Bowls Championships, Elvis in the Park and a variety of Christmas events were staged in December and January.

Christmas Events

The Christmas events were all affected by poor weather but were as successful as conditions permitted. The Christmas in the Park Event attracted approximately 2,000 participants despite the weather and the Carols at Falls Hotel attracted about 500 or so people. Anecdotal evidence suggested the show was appreciated but it was a first in this form and we believe can be significantly developed.

National Bowls Championships

Positive feedback was received from organisers and spectators at The National Bowls Championships held at the Henderson Bowling Club.

Play was initially affected by weather but delays had been corrected by the third day. It was estimated that the event attracted an approximate total of 15,000 - 20,000 spectators with between 2,000 - 2,500 per day, depending on the day and the weather. Random sampling indicates that a significant number of attendees were from outside of Waitakere and in general, they were very happy with the venue and the event.

Tui Glen was opened for overflow parking.

Elvis in the Park

This was transferred from Cranwell Park to Tui Glen because of the potential of loud music and crowd noise to affect the concentration of participants in the bowls championships. This turned out to be to the benefit of both events with the Elvis event organisers considering a permanent change of venue and receptive to the idea of moving the statue from Cranwell Park to Tui Glen.

The Events budget specified for this event was \$1,500 but Public Affairs added a further sum from its general budget to assist publicise the change of venue. The Council also provided in-kind assistance.

There was a crowd of roughly 1500

2 Upcoming Events

The Lion Red Super 16 Surf Championships - 26 February 2005

This event is the culmination of a national series of surfing events around the country to find the best 16 surfers in the country. The "super 16" - winners in the lead up events -will compete at Piha for the national men's and women's titles.

The detailed proposal for this was placed before the Waitakere Community Board's December 2004 meeting and approved. Prior to that meeting, the Council asked the organisers to remove a proposed motorcycle stunt riding side-show which was causing consternation in the Piha community. With the motorcycles removed the event has reverted to surf and music only and both Community Board and the community agreed that the revised event was appropriate. No sponsor's product may be sold or marketed.

The Council is not supporting this event financially but has been active in liaising and facilitating especially to ensure acceptance by the Piha community.

Eco Show 3- 6 March 2005

Eco Show Limited is progressing its plans to stage the Eco Show 2005 at the Trusts Stadium, on 3 - 6 March. This is a private venture that is not-for-profit and essentially for the public good. It is a show similar in concept to the Home Show and similar events and promotes sustainability in all its forms. It aims to engage mainstream businesses and professionals to stage displays, and to run workshops and seminars (some for the public and some for commerce and the professions).

The Council has agreed to pool resources with Eco Show Limited and under this, Eco Show will manage and deliver Eco Day as the last day of Eco Show. The Events budget for Ecoday provided for in the Annual Plan 2004 - 2005 is \$10,000.

Departments of the Council will participate in either or both the Eco Show and Eco Day. These include Cleaner Production, EcoWater (including Project Twin Streams) and the Testing Station.

EcoWater, will be making an opportunity available to further engage the public on the Water and Sanitary Services Assessment being conducted city-wide, in parallel with the Annual Plan. This assessment is a requirement of the Local Government Act 2002.

Project Twin Streams will be explaining the project, the role it plays in the Sustainable Communities programme and seeking recruits for community projects.

Trolley Derby - 20 March 2005

This Waitakere Rotary Club event had a highly successful inauguration last year and is well on track for this year. This event "fits" with the First Call for Children policy and also with the Council's wish to provide constructive activities for children and youth.

There was an interesting outcome from the inaugural event in that at least one school used the event with great success, to engage "difficult" children. In pursuit of possibly repeating this, the Council has referred a sponsorship proposal to Kidzcare Foundation, a national charitable trust that fundraises for children's causes.

The Committee will recall that it increased the financial support for this event, from \$3,000 to \$4,000 in December.

The Toddler Day Out - 3 April 2005

A9-A14

This is another event inaugurated successfully last year between the Council, Ministry of Education. A report of it, provided by the principal organiser, Cissy Rock, is attached at pages A9 to A14.

This event "fits" exactly with the Council's "First Call for Children" policy.

It is a day offering celebration and entertainment for children and their parents as well as products and information covering many aspects of parenting and child development.

The event is booked for the Corban Estate and will follow a similar pattern this year.

The Events budget is contributing \$5,000 and a range of facilitation and assistance.

Other Matters

Many departments in the Council organise events big and small, and to date this has been largely ad hoc. A working group has been formed to provide a co-ordination process. For the present this is a manual system but a business case is being developed asking the IMAG committee (managing information technology) to prioritise an interactive database on the intranet, as a tool to better co-ordinate events. This would enable anyone planning an event to see what dates/venues etc are already booked and to enter their own proposed event.

This will also enable a regular review to be carried out of new proposed events, to see which can continue under the originator without input from elsewhere and which need to be more closely regulated and or assisted and facilitated - or even revised or cancelled.

An example of where such a system is vital is, Piha. To maintain the community's goodwill it is vital that a very strict control is maintained over the number and type of events at Piha.

A15-A16

A copy of the long range Events Calendar is attached at pages A15 to A16.

RESOURCES

The City's event programme has a general budget of \$60,000 allocated in the Annual Plan. This budget is on target.

CONCLUSION

The Events programme has progressed well over the summer period and good progress has been made in dealing with systems development to greatly enhance our management and reporting procedures.

RECOMMENDATION

That the Events Programme report be received.

Report prepared by: Dai Bindoff, Manager: Public Affairs.



EVENTS STRATEGY UPDATE

PURPOSE OF THE REPORT

To advise the Arts and Events Special Committee of the planned development of an Events Strategy for the City.

BACKGROUND

For a number of years the Council has directly funded and run both small and large-scale events in the City. Through the Annual Planning process it has also “seed-funded” numerous community-based events.

In recent years, the Council has seen fit to steadily increase those levels of funding.

However, allocations and decisions about what sort of events to fund or support have been somewhat ad-hoc. It is felt that the development of an Events Strategy would give a better focus to the ever-expanding events programme, and deliver greater City-wide social, cultural and economic benefits.

STRATEGIC CONTEXT

Events are a tool to promote a range of strategic goals. Broadly they align to the Long term Community Plan and 10 year priorities of:

- Creating vibrant and economically viable town centres;
- Developing strong communities;
- Fostering civic/community pride;
- Promoting the “Friendly Face” of Council;
- Raising City profile and awareness;
- Promoting Waitakere as a “fun City” to residents.

Some events, such as Trash to Fashion, which focuses on messages around solid waste reduction, link directly with the Council’s overall EcoCity goals.

Further, the current Council has re-affirmed the importance of arts and events activity by establishing the Arts and Events Special Committee.

ISSUES

The Council’s current events programme is planned in an attempt to appeal to different demographic, cultural and community interests.

However there are no clear or measurable objectives against which Council can establish whether its investment is being maximised.

For example anecdotal evidence suggests there were significant economic spin-offs from hosting the National Dog Show - however there is no clear methodology in place to confirm exactly what the impact was.

During the Annual Plan, Council receives many requests for support from individuals or community organisations. It would be useful to have criteria against which to evaluate these proposals to ensure that the City and its ratepayers receive “the biggest bang for their bucks”.

An Events Strategy which outlines the types of events the Council wishes to support or run would provide this framework.

Management of The Trusts Stadium has also indicated that it would value some guidance about the sorts of events and activities the Council supports to ensure that their programme is aligned with the City's as much as possible.

RESOURCES

There are no resources in the current year for the development of an Events Strategy. However draft budgets for 2005-2006 have included a sum of money (around \$40,000) for the work.

CONCLUSION

The Long Term Council Community Plan/Annual Plan Special Committee will consider the draft budgets in February/March this year. An Events Strategy needs to be developed to manage and co-ordinate events within the city.

RECOMMENDATION

That the Events Strategy Update report be received.

Report prepared by: Dai Bindoff; Manager: Public Affairs.



7 SISTER CITIES NEW ZEALAND 2005 CONFERENCE

PURPOSE OF THE REPORT

To advise the Council of the 23rd Sister Cities New Zealand Conference, to be held in the Bay of Islands, 6 - 9 April 2005, and to approve Elected Member representation.

BACKGROUND

In the past, Waitakere City Council has sent a representative to the Sister Cities New Zealand conferences on a regular basis.

STRATEGIC CONTEXT

Waitakere City has a strategic framework and direction based around the concept of sustainable development and being an EcoCity. Within this framework Council has a number of outcomes and goals that it wishes to achieve. Among these are providing learning, cultural and artistic experiences for its citizens, supporting the development of sustainable business and economic growth, learning about and embracing sustainable technologies and approaches that will help build an EcoCity, and more generally building a city where all citizens have opportunities to express their creativity and live their lives to the fullest extent possible. Council, in particular, looks to learn from others and "spread the word" in terms of the sustainable development message.

Sister City relationships have the potential to contribute across a number of these goals. Waitakere city has entered into Sister City relationships with:

- **Huntington Beach, USA** - based on a strong relationship between the Piha and Huntington Beach surf life-saving clubs, this relationship provides opportunities for students from both countries to experience learning opportunities through student exchanges, as well as providing a channel for ongoing sporting club interaction;
- **Kakogawa, Japan** - this relationship provides opportunities for students from both countries to experience learning and cultural opportunities through student exchanges. Kakogawa has also moved toward a sustainable development policy direction since the relationship has been in place;
- **Ningbo, People's Republic of China** - this relationship has been more business focussed. It is probably currently the least advanced in terms of contributing towards Council's strategic goals;
- **Galway, Ireland** - this relationship is relatively new but has the potential to provide a number of learning opportunities for both cities. Galway has a number of similar strategy directions to Waitakere City and is more advanced in the delivery of some of them. Staff and political exchanges are likely to be of use in this relationship.

The strategy for Sister Cities is currently being reviewed.

ISSUES

A17-A21

Sister Cities New Zealand has over the past couple of years successfully incorporated international themes into its Annual Conference programmes, "Building Bridges" focused on the Japan/New Zealand relationships, "Conference in the Country" focused on the China/New Zealand relationships, "Racing Ahead" focused primarily on: Peace, Friendship, Culture, Education and Economic Growth. This year the theme is "Sailing into the Future - Learning from the Past" and will focus on sustainable economic development and youth affairs. The conference programme includes international speakers and presenters and a copy is attached at pages A17 to A21. Although the presentations will centre on the future, they will provide inspiring opportunities to learn more about Sister Cities projects and success stories.

RESOURCES

Funding has been provided for in the 2004/2005 Annual Plan for a representative to attend the conference in the Bay of Islands.

CONCLUSION

To assist the Council in its review of the Sister City programme, Councillor representation to attend the 23rd Sister Cities New Zealand Conference to be held in the Bay of Islands, from 6 - 9 April 2005 is recommended.

RECOMMENDATIONS

1. That the Sister Cities New Zealand 2005 Conference report be received.
2. That Council approve the nomination by the Arts and Events Special Committee of a Councillor to attend the 23rd Sister Cities New Zealand Conference in the Bay of Islands, to be held from 6 - 9 April 2005 with all conference and associated expenses incurred being borne by the Council.

Report prepared by: Sharon Simiona, Democracy Support and Sister Cities Officer.

