



**AGENDA FOR A MEETING OF THE ARTS, EVENTS AND CULTURE SPECIAL COMMITTEE  
TO BE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE, LINCOLN,  
WAITAKERE CITY, ON WEDNESDAY, 8 FEBRUARY 2006,  
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 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, 14 December 2005

**RECOMMENDATION**

That the minutes of the Meeting of the Arts and Events Special Committee held on Wednesday, 14 December 2005, including the public excluded minutes, as circulated, be taken as read and now be confirmed.



## **PRESENTATION**

The Chairperson, Councillor Judy Lawley, has consented to a presentation from Stephanie Harawira on the "Whanau Day Out" event.



## **5 WAITAKERE PACIFIC ARTS AND CULTURAL TRUST UPDATE**

### **PURPOSE OF THE REPORT**

The purpose of this report is to:

1. Provide an update on the activities of the recently formed Waitakere Pacific Arts and Cultural Trust.
2. Discuss seeding the development of new facilities for Pacific arts and culture at Corban Estate via the Auckland Regional Services Trust funds.
3. Seek the Arts, Events and Culture Special Committee's approval of the Service Delivery Agreement to June 2006 between the Waitakere Pacific Arts and Cultural Trust.

A joint presentation will be made at the meeting by Peta Si'ulepa, Waitakere Pacific Arts and Cultural Trust's Chairperson, and the Manager: Arts.

### **BACKGROUND**

The Pacific Arts and Cultural Centre (the Centre) at Corban Estate grew out of a long term partnership between Waitakere City Council and the Pacific Islands Advisory Board. In 2002, Waitakere City Council agreed to the use of a small studio at the Corban Estate Arts Centre for the development of Pacific arts and culture, which then moved to a larger shed on the Estate. A group who came to be known as "The Mamas" became the heart and soul of this space, taking weaving classes, showing children and adults how to make Pacific arts and forming a weekend market. In 2004 an electrical fault caused major fire damage to this shed, after which Council agreed to some temporary buildings being erected at Corban Estate to enable the work of the Pacific Arts and Cultural Centre to continue, until such time as a new purpose-built facility could be established.

In 2005, in response to an Annual Plan submission by the Pacific Arts Committee, Council agreed to set aside \$120,000 operational funding to develop Pacific arts and culture at Corban Estate in 2005/2006. A governing body for the Pacific Arts and Cultural Centre was facilitated by the Arts Committee of the Pacific Islands Advisory Board, and is called the Waitakere Pacific Arts and Cultural Trust (the Trust). The Trust was legally incorporated on 5 September 2005, and its role is to steer the development of Pacific arts and culture at Corban Estate through the provision of clear strategic direction, good governance and financial management. The Trust includes representatives from the Waitakere Pacific Islands Advisory Board, the Mamas and a wide range of Pacific peoples with diverse backgrounds, including law, business and economic development, the arts and education. It is supported by Council representatives at both elected member and staff levels.

As a new body, the Trust is working to guide the existing Pacific Arts Centre into an expanded and stronger base for Pacific arts and culture in Waitakere City. This means moving from a small scale, mainly volunteer based Centre, to a medium scale social enterprise supported by paid staff. While based in Waitakere City, the Centre will develop its links with regional, national and international bodies, for mutual benefit.

## STRATEGIC CONTEXT

Pacific arts and culture have long been recognised as key vehicles for socioeconomic development for Pacific peoples' and for the positive development of Waitakere City. The development of the Pacific Arts and Cultural Centre has been identified through the Waitakere City's community outcomes process as a priority, to support vibrant local arts and culture. It will also contribute to many of the other outcome areas, particularly those relating to economic development and social wellbeing. It is consistent with the aspirations of Council's Strong Communities platform. Supporting Pacific arts and culture is also a priority within the Council's Arts and Cultural Strategy (2002), and the Local Government Act requires local authorities to promote the "cultural wellbeing" of their communities. The Pacific population of Waitakere City in 2001 was 15% and is rising steadily.

## ISSUES

### Update

The Waitakere Pacific Arts and Cultural Trust has three core objectives:

1. To create a home base for Pacific arts and culture in Waitakere City.
2. To assist Pacific peoples in ensuring the preservation of their arts, crafts, cultures and languages.
3. To improve the socio-economic wellbeing of Pacific peoples through arts and culture.

The Trust held its first meeting in August 2005. Since its legal incorporation in September 2005, it has met together formally eight times, with three of these meetings including workshops on the Business Plan for the Trust. Key achievements since its beginning are as follows:

- Establishing Trustee membership, office holders and a number of "Honorary Advisors" who can be called upon as required.
- Supporting the successful Pacifica Living Arts Festival in November 2005, which included a fashion show organised mainly by Trust members. This festival also marked a new partnership with the West Auckland Multicultural Schools Festival, which ran for three days as part of the festival and brought thousands of children and their families to the site.
- Advertising for a contract position to develop robust financial and accounting systems on-site and implement the Mind Your Own Business Programme.
- Holding a successful Xmas event at Corban Estate for Trustees, supporters and potential Trustees. This was attended by a wide range of people and has strengthened the support base for the Trust.
- A meeting between Trust members and the "Mamas" on-site at Corban Estate, to discuss how to work together.
- Adopting a comprehensive Business Plan to June 2008. The Trust is currently finalising a detailed financial plan to accompany the Business Plan.

In a short space of time the Trust has made substantial progress and has set a clear path to 2008, as follows:

## The Business Plan

The Business Plan covers the period January 2006 to June 2008. The framework for the Business Plan involves three phases, which has key priorities as follows:

### *Phase One (January to June 2006) – Transition time, build on existing base*

- Hire and settle in a Director and support staff;
- Put good financial and administration systems in place;
- Develop a strategy to secure sustainable funding;
- Identify key risks and how to manage them;
- Develop a regular market;
- Turn the current Art Studio into a stable shop front and display space with regular hours;
- Review the current schools/education and art classes programmes;
- Identify facility needs at Corban Estate;
- Improve publicity and profile.

### *Phase Two (July 2006 to June 2007) – Consolidation and exploration*

- Develop designs and secure funding for new facilities;
- Implement the sustainable funding plan to decrease reliance on Council;
- Implement the Marketing Plan;
- Identify and develop opportunities;
- Begin to evaluate the first year of operation in order to continually improve.

### *Phase Three (July 2007 to June 2008) - Transition into new facilities*

- Build new facilities;
- Transition into new facilities;
- Continued delivery of core programmes and services;
- Ongoing relationship development;
- Continued development of opportunities.

The Business Plan for Phases Two and Three will be thoroughly reviewed in April/May of each year.

## **Creating new facilities for Pacific arts and culture at Corban Estate via the Auckland Regional Services Trust funds**

The vision of a centre for Pacific arts and culture has been a long-held aspiration for Pacific communities in Waitakere City and for Council. In 2001 a \$50,000 grant from the first funding round of the Auckland Regional Services Trust monies funded a concept design and proposal for such a centre. This was facilitated by the Pacific Islands Advisory Board and the proposal was not site specific. However, the possibility of a smaller version of this concept being located at the Corban Estate grew as the work of the Pacific arts community, and the Mamas in particular, became more established at Corban Estate.

In May 2004 the Regional Arts and Culture Funding Allocation Subcommittee made the following recommendation as part of the final disbursement of the Auckland Regional Services Trust funds:

*“That the Regional Arts and Culture Funding Allocation Subcommittee recommends to the Finance and Operational Performance Committee that the remainder of the Auckland Regional Services Trust funds, that is \$793,335.00, be split three ways between Lopdell House Arts Development Trust, Corban Estate Arts Centre and the Pacific Islands Arts Centre, provided that the amount allocated to the Pacific Islands Arts Centre is used in the establishment of a purpose built facility to accommodate the ‘Mamas’ so they may pass on their knowledge to young Pacific Islands artists.”*

804/2004

Thus approximately \$264,000, plus interest, is available from the Auckland Regional Services Trust funds as seeding funding for new facilities for Pacific arts and culture on Corban Estate. It is the intention of the new Waitakere Pacific Arts and Cultural Trust to come back to this Committee shortly, with a plan outlining the proposed next steps in realising these facilities and to request the release of the Auckland Regional Services Trust funds for this purpose. This plan would include a project brief to contract an appropriate individual, agency or group to begin this process by identifying the space and facility needs for Pacific arts and culture into the future. The plan would build on the feasibility study for a Pacific Business and Cultural Centre undertaken by the Pacific Islands Advisory Board, and be developed in the context of discussions and decision making around the Corban Estate precinct. It is important to note that the role of the “Mamas’ in the future of the arts development for Pacific peoples at the Corban Estate is core to the work and planning of the new Waitakere Pacific Arts and Cultural Trust.

Advice from Council’s Democracy and Support Services indicates that, as the Regional Arts and Culture Funding Allocation Subcommittee had made a final disbursement of all funds, and that these recommendations had been approved by the Finance and Operational Performance Committee, it is not necessary to re-establish that Subcommittee to approve the uplifting of these funds. It is proposed that the Arts, Events and Cultural Special Committee undertake to examine and make recommendations for accessing this funding, once the plan above comes to the Committee.

### **Service Delivery Agreement and Performance Schedule**

A1 – A8

Now that the Business Plan is in place, the Trust is in a position to advertise for a Director and support staff to deliver the Business Plan. A Service Delivery Agreement between the Trust and Council and a Performance Schedule to June 2006 is attached at pages A1 to A8. The Committee is asked to approve the Service Delivery Agreement in order to release Council’s operational funding and allow the Trust to deliver on its Business Plan. The Performance Schedule is based on the first six months of the Business Plan.

### **RESOURCES**

Council provided \$120,000 operating budget for the Pacific Arts Centre in the current 2005/2006 funding year, to be applied to the establishment of the Trust and the implementation of a Business Plan adopted by the Trust. Of this funding \$20,000 was released to employ a Pacifica Living Arts Festival Director and \$20,000 has been used to cover essential operational expenses on-site to February 2006, leaving \$80,000 yet to be disbursed.

## CONCLUSION

The newly formed Waitakere Pacific Arts and Cultural Trust recently adopted a Business Plan to June 2008. The Trust is now in a position to hire a Director to begin implementing the Business Plan, and to develop a plan to identify new facility needs. Approval is sought to bring this plan back to this Committee to consider, and to uplift Council operational funding for the Trust and the Pacific Arts and Cultural Centre through the attached Service Delivery Agreement.

## RECOMMENDATIONS

1. That the information be received.
2. That a plan to apply Auckland Regional Services Trust funds to seed new facilities for Pacific arts and culture at Corban Estate be brought back to the Arts Events and Culture Special Committee for approval.
3. That the Service Delivery Agreement between the Council and the Waitakere Pacific Arts and Cultural Trust to June 2006 be approved and that the operational funding of \$80,000 be released accordingly.

Report prepared by: Naomi McCleary, Manager: Arts.



## 6 GOING WEST BOOKS AND WRITERS FESTIVAL

### PURPOSE OF THE REPORT

The purpose of this report is to seek to update the Arts, Events and Culture Special Committee on the content, budget and publicity profile of the Going West Books and Writers Festival 2005.

### BACKGROUND

The Going West Books and Writers Festival has now been in existence for 10 years. It has grown in that time to be a multi-faceted cluster of word-based events catering to a wide demographic of Waitakere residents and visitors from outside the City. The branding event for the festival has always been the 'literary steam train trip' which was designed to reprise the train trip up the western line as described in Maurice Gee's novel "Going West".

In this 10<sup>th</sup> anniversary festival the steam train ran for possibly the last time, as the advent of weekend rail services and constraints imposed by Connex make recreational rail trips not viable. Council officers are currently investigating as to whether there is any latitude to negotiate this decision.

The events that take place under the "Going West" banner are as follows:

- **Theatre season at the Playhouse:** Each year the festival brings a professional touring production to the City 2005 – Confessions of a Chocoholic (Geraldine Brophy).
- **Wordsmiths:** A touring event to Waitakere High Schools where professionals who are career wordsmiths talk to, and inspire, students. This event is part-funded by Creative New Zealand.
- **Poetry Slam:** This was the second year of this 'audience participation' event, and one of the first of its kind in New Zealand. Poetry Slamming has a significant profile overseas and is growing in popularity here.
- **Book Market:** This market brings together second-hand and rare book sellers and now provides professional book valuations. Free entertainment and food and coffee make this event a destination for a wide demographic.
- **Film Nights:** Special showings of documentaries about New Zealand writers and creatives. It also now includes a night of archival film relating to Maori culture and history – provided by the NZ Film Archive. For 2005 'Tuwhare – The Return Home' became the focus of a special 10<sup>th</sup> anniversary literary dinner. This was a sell-out success.
- **Word Up:** This event has been designed for the 15 to 18 year old demographic and includes both professional performers in the 'word-based' music genre and allows local high school performers to take to the stage. The Corban Estate Arts Centre host and co-produce this event.
- **StoryFest:** Now an annual event at the Kelston Community Centre, the StoryFest is a free, family day of storytelling and word-related activities. It has a large schools involvement through a community arts programme to produce artwork to decorate the entire centre. Library Services support this event and run the pre-school story room.
- **Comedy Night:** A new event for 2005, the comedy night, hosted by Councillor Gilmour, attracted a new audience who would not attend the more serious literary events.
- **Exhibitions and Workshops:** Both the Corban Estate Arts Centre and Lopdell House Gallery support the festival with text based exhibitions and run workshops to enhance these. Both arts centres also provide venues for some of the smaller events such as film nights, Word Up and a steam train stop.
- **Literary Weekend:** The serious content of the festival is focused on the three-day literary weekend. For 2005 this was branded as 'Word of Mouth'. As always, this was programmed to celebrate the writing of New Zealanders, making it unique in the national line-up of literary festivals. The programme was enhanced for 2005 by a special 10<sup>th</sup> anniversary dinner and tribute to poet Hone Tuwhare. Overall feedback from the programme was that the standard continues to grow and that there is a significant book-loving audience from Waitakere and beyond which sees this event as one of the cultural highlights of the year.
- **Steam Train Trip:** As this appears to be the last of these trips, Maurice Gee agreed to come to Waitakere to read from the novel which has inspired the whole festival. This along with other iconic readers and performers and the largest audience ever, made this event a fitting last trip.

The spectrum of events in the Going West Festival makes it possible to cover a wide demographic in terms of interest and accessibility. The ticketed events are off-set by free and low-cost events and the more esoteric content of the main literary weekend by more popular word events such as the Poetry Slam and comedy night. The StoryFest is a family event and both school children and older teenagers are served by Wordsmiths and Word Up.

It is difficult to give an accurate estimate of the overall attendance figures for all events as many events, such as the StoryFest, have large numbers moving in and out of the venues. A conservative estimate is 5,000 attendees over the whole festival.

The core budget and staff resource provided by Council is the primary support for the festival. Creative New Zealand has become an annual funder for key parts of the programme and Graeme Douglas, of Douglas Pharmaceuticals is a founding sponsor and has provided a generous annual contribution for the past nine years.

A9 – A17

The publicity programme associated with the festival is a key part of both the success of the events and the branding of the City as an arts-rich community. (See Publicity Report attached at pages A9 to A17). Of particular note are the figures relating to internet hits on the Going West website (32,410) and on [www.leafsalon.co.nz](http://www.leafsalon.co.nz); a popular literary website which receives 60,000 hits per month.

### **STRATEGIC CONTEXT**

The Going West Books and Writers Festival has become a flagship event for the City and meets strategic aspirations for providing vibrant town centres, cultural well-being, a sense of place and cultural tourism benefits. Approximately a third of the attendees at the two main literary events are visitors to the City.

The range and diversity of the programmes and events offered contributes to Council's Strong Communities platform.

It is also identified in the Arts and Cultural Strategy as a flagship event for the City.

### **ISSUES**

The Going West Festival has an established audience and a reputation for delivering a high-quality programme. It attracts national editorial attention and is extremely well thought of by the writing fraternity. It has become part of the 'Waitakere brand' and the profile of the City as an arts-rich environment. The challenge is to continue to deliver high-quality programmes which meet established expectations and to continue to freshen the festival with new events to attract and widen the audiences.

The following issues are ongoing:

- The major cost of the festival is met by Council. Sponsorship is increasingly difficult to attract and excluding the two main sponsors mentioned, requires further effort. The festival team is currently considering the setting up of a Going West Festival Trust to partner the Council and to allow access to other funding bodies. This could be modelled on the Keep Waitakere Beautiful partnership with Council which produces Trash to Fashion®.
- Free events are off-set against ticketed events. Overall, income from this source is increasing as audience numbers grow, but it is unpredictable. There is a budget deficit of approximately \$2,000 for the 2005 festival. An overhead showing a budget breakdown will be supplied at the meeting.
- There is a dedicated budget resource within Public Affairs for contracted staff to run the festival. This is currently adequate but may need review.
- The probable loss of the branding event for Going West, the steam train trip, will have an impact on the overall event. The issue will be fully explored with the Railway Enthusiasts organisation and with Connex, with a view to maintaining this event.

### **RESOURCES**

A budget of \$85,000 is provided through the Annual Plan. There is also staff resource provided through current work programmes and a budget of \$20,000 for contracting dedicated festival co-ordinators.

## CONCLUSION

The Going West Books and Writers Festival has delivered a major event to the City for ten years. The 2005 festival was a highlight of that history and was the most successful to date. Efforts to explore new ways to increase the funding base are ongoing.

## RECOMMENDATION

That the information be received.

Report prepared by: Naomi McCleary, Manager: Arts.



## 7 PACIFICA LIVING ARTS FESTIVAL UPDATE

### PURPOSE OF THE REPORT

The purpose of this report is to give the Arts, Events and Culture Special Committee a brief overview of the Pacifica Living Arts Festival which took place at the Corban Estate from 3 to 5 November 2005.

### BACKGROUND

The Pacifica Living Arts Festival grew out of the cultural immersion programme run by the 'Mamas' at the Corban Estate. In its original manifestation it was a week of tours and workshops attended by between 2,000 and 3,000 school children from the Waitakere area. This week of cultural learning and experience culminated each year in a celebration day of markets and performance. The contribution and partnership of local Maori to the festival has been another key feature. The festival has a history of production on a very minimal budget with a high demand for voluntary contribution from the Mamas and many other committed Pacific Islands people and organisations. The driving force has historically come from the work of the PIAB Co-ordinator who is currently in a restructured position as the Pacific Islands Arts and Cultural Advocate.

The 2005 festival saw a change in focus and scale. A partnership was formed with the West Auckland Multicultural Schools Festival which traditionally has been hosted by local primary and intermediate schools. Bringing this well-established event into the festival secured a large audience base of families for the Pacifica Living Arts Festival and provided a much improved level of staging and production for the participating schools. Feedback from the schools network indicates that they would very much like this partnership to continue.

Further partnerships with Oyster Entertainment and Radio Station Niu FM provided professional Pacific Islands performers (such as Nesian Mystik) and radio DJs to run key lunchtime entertainment.

New and emerging programme events, such as the Pacific Islands Fashion Show, a 'guest cultural group' from Hamilton, a Church Choirs night and a Kapa Haka evening were staged experimentally and have the potential to grow into significant events within the wider festival.

An increase in craft and food retailers and an expanded site layout all signalled a growth in this festival. An estimated 15,000 people attended the event over the three days.

## STRATEGIC CONTEXT

The Pacifica Living Arts Festival contributes to the Strong Communities platform by providing an opportunity for Pacific peoples to celebrate their cultures and to promote enjoyment and understanding of those cultures to the wider community.

It is part of an economic development driver for Pacific arts development and a tourism attractor for the City.

The festival is identified in the Arts and Cultural Strategy as a key City event.

## ISSUES

- Over the past three years the cultural immersion programme initiated through past festivals has developed into an ongoing programme which runs throughout the school year. Currently this programme attracts 4,000 school participants a year. This has resulted in a review of what the festival is about and what it aims to achieve. The West Auckland Multicultural Schools Festival is a logical 'next step' to building participation in the festival.
- A significant increase in the funding provided by Council for the 2005 festival, and for the operation of the Pacific Arts Centre, has resulted in an improved and diverse festival programme with the beginnings of some new festival events. It has decreased the festival's over-reliance on volunteer work, although volunteers are still a key part of the culture of the festival.
- Promotion and advertising, although significantly improved for 2005, still requires analysis and further refinement.
- This festival coincided with the setting up of the Waitakere Pacific Arts and Cultural Trust. Trustees rallied to support the festival in a variety of ways, but it is clear that, as the Trust establishes itself and employs new staff for the centre, the potential involvement for 2006 is greatly enhanced.
- The Pacifica Living Arts Festival has a unique style and content which needs to be maintained and developed. It is not the 'Auckland Pacifica' and must not try to be that. The reputation of, and respect for, the Mamas is core to the culture of the festival.

## RESOURCES

A18 – A30

A budget of \$50,000 was allocated to the festival through the 2005/2006 Annual Plan. A further allocation of \$20,000 from the Pacific Islands Arts Centre operational budget was used to contract a Festival Director. An 'Evaluation and Budget Report' provided by the Director is attached at pages A18 to A30.

## CONCLUSION

The Pacifica Living Arts Festival has grown, over years, out of the cultural immersion work offered by the Mamas at the Corban Estate. The festival is at a point of change and growth and the 2005 event indicated how this might happen. The support of the new Waitakere Pacific Arts and Cultural Trust will be key to this development.

## RECOMMENDATION

That the Pacifica Living Arts Festival Update report be received.

Report prepared by: Naomi McCleary, Manager: Arts.





## CITY EVENTS UPDATE

### PURPOSE OF THE REPORT

The purpose of this report is to update the Arts, Events and Culture Special Committee on City Events which have occurred from September through to December 2005.

### BACKGROUND

In November 2005 the Public Affairs events team updated this Committee on the events calendar through to April 2006. This reported on all events known at that time. Council continually receives Annual Plan submissions and sponsorship requests for a variety of events, parades and festivals and where possible Council staff work with and seed fund as many events within the constraints of the events budget (currently \$60,000). The events team work in liaison with the wider community in the planning and staging of such events, and also offer advice to event organisers around health and safety of their events. The events team also facilitate, on behalf of the City, a host of cultural, musical and sporting events.

### STRATEGIC CONTEXT

The Local Government Act 2002 defines one of the purposes of Local Government as being to promote the social, economic, environmental and cultural well being of communities, in the present and for the future.

The City Event's programme aligns with the Long Term Council Community Plan in creating vibrant and economically viable town centres, contributing to the Urban and Rural Villages strategic platform and to the development of Strong Communities.

### ISSUES

#### Summer Events Calendar – October 2005 to April 2006

The table below includes a brief update on all Council and Council sponsored/partnered events which were previously reported to this Committee.

Event	Date(s)	Comments
Vodafone Surf Sessions	October 2005	An extremely popular event with a reported 25,000 people attending, and people parking as far away as Karekare and walking down to Piha. The international competitors have been very complimentary about the event and are keen to be involved again. Council provided funding for this event from the Events Bid budget.
Diwali Festival of Lights	October 2005	15,000 participants - refer separate Agenda Report on this event.
Moon Festival	September 2005	7,000 participants. A very successful event helped in part by the fact that a Polling Booth was incorporated into the Festival giving participants the opportunity to vote and attend the Festival.
Waitakere Pasifika Living Arts Festival	3 – 5 November 2005	A very successful event, with approximately 16,000 people enjoying music, art and culture over a 3 day period, including participation from over 30 schools in the Waitakere area.

Event	Date(s)	Comments
Push Play Day	4 November 2005	This is a Sport Waitakere initiative which attracts thousands of residents into our parks to experience various team sports which are organised to celebrate push play week and to encourage people back into exercise.
Waitakere Fireworks Display	5 November 2005	Despite poor weather a good turnout with approximately 5000 turning up for the various displays, musical entertainment and the fireworks.
Freedom of the City Charter Parade	11 November 2005	A well supported event held on the Te Atatu Peninsula, with approximately 500 people participating, excluding Defence Force personnel.
Glen Eden Christmas Parade	19 November 2005	Council support of this event was a grant of \$1,500 plus support for traffic management costs of an additional \$1,000.
Henderson Creek Jetties Opening Celebrations	19 November 2005	A dual opening of the Chris Timm's and Tui Glen jetties. A flotilla of small boats departed from the Chris Timm's jetty and travelled upstream to open the Tui Glen jetty. The event was supported by around 300 invited guests and residents.
Henderson Creek Celebration Weekend	19 November 2005 20 November 2005	Henderson Creek celebration weekend was part of the Project Twin Streams series of events and was well supported, especially on Saturday when numbers were boosted by those attending the Jetty openings.
Trash to Fashion	25 & 26 November 2005	Approximately 4,000 people attended the 3 shows, which for the first time this year included a matinee session on the Saturday afternoon.
Henderson Rotary Christmas Parade	26 November 2005	Council support of this event was a grant of \$1,500 plus support for traffic management costs of an additional \$1,000.
New Lynn Christmas Parade	26 November 2005	Council support of this event was a grant of \$1,500 plus support for traffic management costs of an additional \$1,000.
Te Atatu Peninsula Christmas Parade	3 December 2005	Council support of this event was a grant of \$1,500 plus support for traffic management costs of an additional \$1,000.
Waitakere Christmas Festival	3 December 2005	A well supported event, with an audience of 8,000 people. A wide range of musical, dance and Hip hop items entertained the crowd well into the night.
Christmas Giftmaking	3 December 2005	Approximately 700 children over two sessions attended Christmas Giftmaking for 2005. This event is a community favourite and grows in reputation year by year. It was pleasing to note the cultural diversity of participants.

Event	Date(s)	Comments
Carols at Falls Park	18 December 2005	Approximately 800 people turned up for this traditional Christmas Carol event, hosted by the Henderson Community Board in conjunction with local Churches. An event which is growing in popularity year by year as families seek traditional carol singing opportunities. Council support this event by providing seed funding of \$500 from the general events budget.
Elvis in the Park	8 January 2006	Held on the anniversary of Elvis's birthday, this once again proved to be a very popular event for Elvis fans, and approximately 1200 people turned up in Cranwell Park to rock and dance away the afternoon. Council support this event by way of funding from the general events budget for rubbish collection, port-a-loo hire and mobile staging hiring (value \$1,750).

The following Council supported events will occur over the next few months:

Pacifica Markets	14 January 2006 11 February 2006 11 March 2006 8 April 2006	Corban Estate 12 noon – 5.00 pm
Sturges West Community House Opening	Late January 2006	Sturges Road, Henderson
Infratil – Waitakere City Community Awards	9 February 2006	The Trusts Stadium
Waitakere Summer Music Series	11 February 2006 19 February 2006 4 March 2006 19 March 2006 27 March 2006	Harbourview Park 5.00 – 9.00 pm Falls Reserve 1.00 – 5.00 pm Shadbolt Park 1.00 – 5.00 pm Huia Reserve 1.00 – 5.00 pm Triangle Park 5.00 – 9.00 pm
Unitec / Henderson Library Opening Celebrations	1 March 2006	Henderson
Artists' Open Studio Weekend	4 March 2006	Various sites around city
Soap Box Derby	March 2006	Westgate Drive
Race Relations Day	21 March 2006	Venue to be confirmed
Bio Blitz Day	24-25 March 2006	Corban Estate
Toddler Day Out	2 April 2006	Corban Estate
Eco Festival	2 April 2006	Olympic Park
SummerSlamz '06	8 April 2006	Te Pai Park
Anzac Day Commemorations	25 April 2006	Various

## RESOURCES

In addition to specific event sponsorship allocated in the 2005/2006 Annual Plan, a sum of \$60,000 for General Events and \$95,000 for Event Bids is allocated.

In order to meet the growing demand for youth events and programmes, an additional staff member was appointed in late December 2005 and is now working towards developing a comprehensive youth focussed programme, which will include the Summer Slamz series, Youth Week, Disco with Disabilities and any other opportunities which will be identified as a result of the Events Strategy and consultation with the community.

## CONCLUSION

Council continues to sponsor, develop and facilitate, in collaboration with external community organisations, a variety of well supported events in Waitakere City.

## RECOMMENDATION

That the City Events Update report be received.

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



## 9 DIWALI FESTIVAL OF LIGHTS 2005

### PURPOSE OF THE REPORT

The purpose of this report is to update the Arts, Events and Cultural Special Committee on the Diwali celebrations which were held at The Trusts Stadium in 2005.

### BACKGROUND

Through the 2005/2006 Annual Plan, Council approved funding and staff support to assist the Waitakere Ethnic Board with the staging of the Diwali Festival of Lights. The Festival had previously been managed by the Waitakere Indian Association.

Council Officers worked closely with the Board advising them of requirements and making suggestions on how to run a successful and safe event.

A seed funding budget of \$5,000 was provided through the Annual Plan and this was "topped" up with an additional \$4,000 (from the general events budget) towards the end of the project when it became clear that a funding shortfall was likely.

### STRATEGIC CONTEXT

The Local Government Act 2002 defines one of the purposes of Local Government as being to promote the social, economic, environmental and cultural well being of communities, in the present and for the future.

The City Events programme aligns with the Long Term Council Community Plan in creating vibrant and economically viable town centres, contributing to the Urban and Rural Villages strategic platform and to the development of Strong Communities.

### ISSUES

This one day event was attended by approximately 15,000 people, and reflected diverse public participation, with Maori, Pacific and Asian cultural performances included for the first time on the programme. The programme contained a full afternoon and evening of dance and music with food and cultural stalls inside and outside the Stadium. The evening closed with the fireworks display.

The theme for the festival for 2005 was "bringing cultures together."

There were several minor event management issues which arose during the day and these will be addressed next year. These largely relate to parking and congestion in and around Central Park Drive. This is a problem that is not unique to this event and one which the stadium and its users grapple with every time there is an event with more than 3,000 people attending. It is hoped that with the public parking building opening in Henderson in 2006 event organisers may use that for overflow parking and that free shuttle buses are provided to ferry attendees to and from the stadium.

Another minor issue arose around noise complaints received following the fireworks display. This will be addressed next year by a wider mail drop which will include safety tips for animals, something that did not occur this year.

Apart from these two minor issues the day was a huge success and a clear demonstration of a good partnership event.

### **RESOURCES**

The amount of \$5,000 in seed funding was allocated to this event and this was supplemented with an additional \$4,000. At completion of the project Council staff were advised that a sponsor, who wished to remain anonymous, would cover the costs of the fireworks (totalling \$8,000) and that the \$4,000 additional funding was unspent and will now be returned to Council for reallocation.

### **CONCLUSION**

Diwali 2005 was a very successful event which attracted a broad range of ethnicities and age demographics.

Minor event management issues will be addressed as part of the planning process this year and it is recommended that the Council gives consideration to continuing to sponsor, develop and facilitate collaboration with the Waitakere Ethnic Board to run Diwali celebrations into the future. A budget line item has been included in the 2006/2007 Annual Plan for this purpose.

### **RECOMMENDATION**

That the Diwali Festival of Lights 2005 report be received.

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



## **10 EVENTS STRATEGY UPDATE**

### **PURPOSE OF THE REPORT**

The purpose of this report is to update the Arts, Events and Culture Special Committee on progress on developing an Events Strategy for Waitakere City.

### **BACKGROUND**

This project arises from the Economic Development Strategy adopted in 2004 which recognises that events in the City can and do play a valuable role in creating the atmosphere, colour and vitality that is part of the social fabric of Waitakere and also contribute to economic development.

Waitakere City plays host to many different kinds of events ranging from regular formal gatherings such as Council meetings, Citizenship Ceremonies, and Sister City visits through to high profile “signature” events such as Trash to Fashion and the Going West Literary Festival, and a broad range of artistic, sporting and cultural events in between.

There are also one off opportunities to stage, sponsor or participate in major events driven from outside Waitakere’s boundaries. For example, film launches, Americas Cup events, and the Chelsea Flower Show, which this Committee received a presentation on in December 2005. On the horizon are major national events that Waitakere will engage with such as the Rugby World Cup in 2011. These require significant forethought and preparation to ensure the City maximises the benefits that could be available to promote and improve the City.

## **STRATEGIC CONTEXT**

The primary strategic context for this work is the Strong Innovative Economy platform that expresses Council’s desire for a vital and sustainable economy providing quality jobs for local people. The considerable potential for events to contribute to this platform is recognised with reference to the action of “city promotion – high profile events, arts programmes”. It is important to note that because of the diversity of events they have the potential to deliver outcomes supporting several of council’s other strategic platforms such as Urban and Rural Villages and the Strong Communities.

The Strong Innovative Economy platform is also home to the Economic Development Strategy and the Investment Marketing Strategy, both of which have the purpose of furthering the development of all the different threads of activity that contribute to the City’s economy and making sure they are integrated with each other.

In particular the Economic Development Strategy provides the most explicit strategic context for the development of an Events Strategy.

### **The Economic Development Strategy**

This strategy was adopted by Council on 29 June 2004:

*“That the draft Economic Development Strategy as proposed for consultation be adopted, without amendment, as the Waitakere City Economic Development Strategy”.*

1136/2004

It identifies a broad strategy for economic development and a number of actions to further the economic development of the City. Events are identified as potentially important vehicles to promote Waitakere as a great place to live and do businesses. Many events represent significant investment of public money and many hours of staff and volunteer time. Council recognises the importance of leveraging this investment in the interest of the sustainable development of the City.

In particular Objective 2 of the Economic Development Strategy is that:

**Waitakere has a strong sense of identity, and is recognised as a great place to live, work and do business**

If Waitakere is to be seen as a credible business address it must also develop a strong sense of identity and a positive image for the City. This objective is about carving out and communicating Waitakere's niche in the Auckland Region.

**Key Actions**

1. Develop a clear identity for Waitakere that reflects the values, aspirations, strengths and diversity of Waitakere and its people;
2. Develop an Events Strategy;
3. Develop a marketing strategy;
4. Facilitate quality schools initiative.

More specifically, in the Economic Development Strategy, the Council has committed to:

**Develop an Events Strategy to ensure that the City has a package of events that reflect the City's strengths, cultural diversity and its Eco City vision.**

Note that until the City develops more visitor infrastructure, that events are not expected to make a significant direct economic contribution to the City, but should make the City a more interesting place to live and work. This work should take into account the Auckland Regional Economic Development Strategy work on a regional action plan to attract international events. (Note that this action will also contribute to Objective One).

**Citywide Investment Marketing Strategy**

As a part of implementing the Economic Development Strategy, Council is currently working on a Citywide Investment Marketing Strategy (commissioned in December 2005 for completion in this 2005/2006 financial year), and it is imperative that this co-evolve with the Events Strategy. The latter is an obvious companion to the former and has to be developed in close co-operation with it.

**Wise Use of Resources**

Council is committed to ensuring that investment in events is optimally leveraged for economic development. This means that events, both regular and one-off special events, take every opportunity consistent with the particular nature of the event, to improve and promote the City as a business friendly place, and as a great place to do business.

**ISSUES**

The Events Strategy for Waitakere City is intended to ensure that:

1. Council uses all available opportunities to leverage the investment and effort put into events for the benefit of the Waitakere community in general and the City's economic development in particular.
2. Council develop a mix of events (type, scale, sector, timing etc) consistent with the City's strategic direction and designed to optimise benefits to the City.

At present Council supports a diverse mix of events, ranging from ethnic festivals to toddler's day out, major sport tournaments, cultural events etc. and there is a need to articulate a clear "thread" to run through council's event portfolio, a framework to help council make decisions around what should be supported. This would give council increased confidence that the event calendar is aligned with the City's strategic direction and that opportunities to leverage economic development are being picked up by events large and small.

Coordination of this work with Citywide Investment Marketing Strategy work is a critical issue. The Project Managers for both these pieces of work have been tasked to ensure this happens.

Future implications for the resourcing of events will be assessed as the project proceeds.

### **Detailed Proposal**

It is intended to manage the development of the Events Strategy in three stages:

#### **Stage I – description and analysis of the existing situation**

1. Determine definitions, refine scope and conceptual framework.
2. Decide a contacts list – internal & external stakeholders and political representatives.
3. Review and articulate the rationale for council involvement with different categories of events.
4. Suggest other events or types of events that the City could focus on that may have high economic development leverage and strategic potential.
5. Review present procedures and branding policies in relation to events and event marketing.
6. Identify best practise event strategising in other local government contexts – including governance and management issues.
7. Coordinate timing with Citywide Investment Marketing Project.

#### **Stage II – writing**

1. Undertake interviews, meetings and workshop events identified in Stage I.
2. Draft the strategy to include:
  - a) A background statement on rationale for Waitakere City Council involvement with various levels of events.
  - b) Identify opportunities for leverage between and amongst events.
  - c) Identify any existing branding and marketing issues.
  - d) Provide guidelines for coordination of branding and marketing amongst events.
  - e) Look forward for opportunities on the horizon (next 5 to 10 years) for possible future major events that council should be preparing itself to benefit from.
  - f) Make recommendations for implementation in all areas where change has been identified as desirable to achieve a higher level of leverage.
3. Comment on significant resourcing issues identified in the review of the event portfolio mix and implications of the strategy itself.

#### **Stage III – presentation**

Present the draft Events Strategy to the City Development Committee.

## Time Frame

The indicative timeframe for this programme of work is that a draft Events Strategy will come to the Arts, Events and Cultural Special Committee on 12 April 2006 and then, following any amendments, to City Development Committee on 1 June 2006.

## Selection of Contractor

At the time of writing staff are in the process of selecting a suitably experienced person or group to undertake this project and a verbal update will be given at the meeting.

## RESOURCES

This work is budgeted in the current financial year; \$40,000 was approved through the 2005/2006 Annual Plan for the development of an Events Strategy.

## CONCLUSION

An Events Strategy will be prepared for Waitakere City that will ensure that Council uses all available opportunities to leverage the financial investment and staff and volunteer effort that is put into events for the benefit of the Waitakere community in general and the City's economic development in particular.

## RECOMMENDATION

That the Events Strategy Update report be received.

Report prepared by: Max Harré, Strategic Policy Programme Manager.



## 11 WAITAKERE MOON FESTIVAL 2005

### PURPOSE OF THE REPORT

The purpose of this report is to update the Arts, Events and Cultural Special Committee on the Moon Festival celebrations which were held at the New Lynn Community Centre in September 2005.

### BACKGROUND

The year 2005 was the third year of the Waitakere City Moon Festival. Moon Festivals, or autumn harvest festivals, are celebrated throughout Asia. This is a festival of colour and celebration – of family celebration – and is a spectacle of dancing, music and energy which aims to provide New Zealanders with a taste of foreign culture while at the same time providing the Asian community with a 'taste of home'.

Through the 2005/2006 Annual Plan, Council approved funding and staff support to work in partnership with the Chinese Community in staging the Waitakere Moon Festival. Council staff provided event coordination, and worked closely with the Asian Community involving them in the planning and staging of the event.

### STRATEGIC CONTEXT

The Local Government Act 2002 defines one of the purposes of Local Government as being to promote the social, economic, environmental and cultural well being of communities, in the present and for the future.

The City Events programme aligns with the Long Term Council Community Plan in creating vibrant and economically viable town centres, contributing to the Urban and Rural Villages strategic platform and to the development of Strong Communities.

## **ISSUES**

This two day event was attended by approximately 7,000 people, and reflected diverse Asian participation, with Maori, Pacific and Indian cultural performances also included within the programme. The full event programme consisted of the opening celebrations and entertainment, followed the next day with an array of dance and music, with food and cultural stalls located outside in a large marquee.

The Festival commenced with a traditional Maori Welcome and Kapahaka Performance, followed by the Lion Dance, the 'dotting' of the Lion's eyes and a full entertainment programme. The Opening Ceremony attracted an illustrious group of dignitaries, including the Prime Minister Helen Clark and Consul Generals of China, Japan and Korea.

Day two of the Festival included another full programme of quality entertainment from the many different Asian cultures, including performances from the Pacific Islands and Indian Community, demonstrations and displays, hands-on activities for young and old, and a food/craft marquee.

The event coincided with Central Government Elections, and the opportunity to include an election booth at the venue was capitalised on. Not only did this provide an opportunity to promote the importance of democracy and voting to the Asian community, but also bought a spectator audience of wider cultural diversity to the event than has previously been seen.

There were several minor event management issues which arose throughout the planning and staging of this festival. The most significant being the language barrier in communicating with event performers and exhibitors, and the wider festival audience throughout the event. It has been identified that the 2006 budget will need to include a translator and translation costs.

The food and craft marquee located in the carpark was a new addition to the festival in 2005, with food and craft vendors previously situated in and around the venue front entrance. Whilst this worked well in concept (the front of the venue was no longer overcrowded and dangerous, particularly in the rain), it is identified that more signage inside the venue, and on the marquee exterior, is required to promote the marquee and its vendors.

Exterior venue and marquee decorations were very light this year due to the gale force wind that was blowing through the region. The scissor-lifter became very dangerous mid-afternoon and exterior decorating was halted for safety purposes.

Security, media and promotions and carpark management were all undertaken to the highest level and were deemed to be very successful and well implemented.

The scope of the event has grown to a level that two event coordinators will be required to successfully manage the 2006 festival – in particular the outdoor marquee which is separated from the venue. Public Affairs staff resources have already been allocated to this effect for 2006.

## **RESOURCES**

A sum of \$36,000 in seed funding was allocated to this event through the 2005/2006 Annual Plan. This was supplemented with an additional \$8,750 in external funding and sponsorship.

Funding applications and sponsorship proposals are already underway for 2006, in partnership with the Cantonese Opera Society.

### **CONCLUSION**

The Waitakere Moon Festival 2005 was a very successful event which reflected the large and diverse Asian communities in Waitakere City, and attracted a wide range of ethnicities and age demographics.

Minor event management issues will be addressed as part of the planning process this year with more internal resources allocated to ensure the full scope of the event is captured successfully.

### **RECOMMENDATION**

That the Waitakere Moon Festival 2005 report be received.

Report prepared by: Jo-Anne Inancsi, City Events Coordinator: Public Affairs.



## **12 COMMUNITY SPORT FUND ALLOCATION SUBCOMMITTEE**

### **THE SUBCOMMITTEE SUBMITS THE FOLLOWING REPORT OF ITS MEETING HELD ON THURSDAY, 15 DECEMBER 2005**

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#### **MATTERS CONSIDERED**

*A31 – A33*

The Subcommittee dealt with a number of items for which it has delegated powers to act and a copy of the minutes of the meeting is attached at pages A31 to A33.

#### **The Subcommittee Recommends:**

That the Meeting report of the Community Sport Fund Allocation Subcommittee held on Thursday, 15 December 2005 be received.

JP Lawley

**CHAIRPERSON**

