

**AGENDA FOR A MEETING OF THE CULTURE, ARTS AND EVENTS SPECIAL COMMITTEE
TO BE HELD AT WAITAKERE CENTRAL, 6 HENDERSON VALLEY ROAD,
HENDERSON, WAITAKERE, ON WEDNESDAY, 11 APRIL 2007,
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 Chairman 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 - 14 March 2007

RECOMMENDATION

That the minutes of the Meeting of the Culture, Arts and Events Special Committee held on Wednesday, 14 March 2007, as circulated, be taken as read and now be confirmed.



4 SUMMERSLAMZ 2007

PURPOSE OF THE REPORT

The purpose of this report is to update the Culture, Arts and Events Special Committee on Summerslamz, held on Saturday, 24 February 2007.

BACKGROUND

This is the fourth year that the youth-oriented event, Summerslamz, has been run. Held at Te Pai Park, Henderson, this free event brings together skateboarders, BMX riders, motor enthusiasts and fans of music. The event continues to draw in the young and the old and is unique in that nothing similar is held anywhere in the region.

STRATEGIC CONTEXT

The events portfolio supports Council's First Call for Children commitments and also supports the promotion of social, economic, environmental and cultural wellbeing of communities, as defined through the Local Government Act and Council's own Long Term Council Community Plan.

ISSUES

This year there were a number of major changes to Summerslamz, as shown below:

1. A change of date - the 2007 event was brought forward into late February to take advantage of better weather conditions. The event was also extended by two hours and ran from 10.00 am to 5.00 pm, with an increased music focus;
2. A change in branding, incorporating a new logo designed to better align with the activities that are part of the event;
3. A change of site plan to allow for a larger music zone; and
4. Advertising Summerslamz for the first time on television (Juice TV).

BMX competition participant numbers increased by 110% over the previous year, with the skateboarding section experiencing similar growth (15 competitors in the open boys in 2006 to 41 competitors this year). Total numbers participating this year in both BMX and skateboarding competitions were 116.

Summerslamz is now, arguably, the leading skateboard and BMX competition in Auckland, with competitors travelling from as far as Hamilton and Tauranga. This year's youngest competitor was just six years old.

The music zone increased in size this year, with a 10 x 8 metre stage on site and the band Blindspott drawing in the crowds. Other bands included False Start, Runninghouse and Autozamm.

The motor zone drew in some of the best drag and muscle cars from around Auckland. Unfortunately the number of cars on show was down slightly on anticipated numbers because of several similar events in the region over the same weekend.

The Summerslamz profile has grown and this was assisted by a segment on the children's show What Now, an article in the New Zealand Musician magazine, and being listed as one of the top events to attend in the Auckland region over the weekend in the Time Out section of the New Zealand Herald.

Something of a coup saw posters for the event strategically placed on the set of the popular television show, Outrageous Fortune.

There were no problems in relation to public order and nuisance. Summerslamz continued to be a safe and enjoyable event for all that attended.

Events officers estimated numbers to be around the 7,000 during the day.

RESOURCES

Core funding of \$40,000 was allocated through Council for the event. This was supplemented by significant cash and 'in-kind' sponsorship from the corporate sector.

Additional sponsorship was received from:

Juice TV:	In-kind sponsorship: made up of television advertising, production, air time, and website presence.
Cheapskates West:	Clothing, skateboards and accessories (for giveaways) and cash.
Bike Barn New Lynn:	Clothing, skateboards and accessories.
95bFM:	In-kind sponsorship of three weeks' of radio promotion.
Breakers Café and Bar:	In-kind sponsorship of food for volunteers and giveaways.
Go West Music:	Prizes.

CONCLUSION

The fourth annual Summerslamz event held at Te Pai Park was once again a major success. Around 7,000 people attended this free, youth-oriented event which continues to grow year after year. Summerslamz is quickly becoming the top skateboarding and BMX competition in the Auckland region.

RECOMMENDATIONS

1. That the Summerslamz 2007 report be received.
2. That Juice TV, Cheapskates West, Bike Barn, 95bFM, Breakers Café and Bar, and Go West Music be formally thanked for their support and sponsorship of Summerslamz 2007.

Report prepared by: Richard Attwood: Events Coordinator - Youth.



5 WAITAKERE SOUNDS MUSIC CONCERTS 2007

PURPOSE OF THE REPORT

The purpose of this report is to update the Culture, Arts and Events Special Committee on the Waitakere Sounds summer concerts held during February and March 2007.

BACKGROUND

In recent years, Council had expressed a desire to see more events in the City. In 2005, several groups made submissions through the Annual Plan on the possibility of holding a series of musical concerts in parks during the summer months.

Council allocated funding for this purpose and a contract was entered into with Ripple Productions for the staging of high-quality music concerts that would match the characteristics of the target audience in the community in which they were to be hosted.

Waitakere Sounds was also seen to be a good way in which to showcase Waitakere as a vibrant and attractive destination for residents and visitors alike, and provided free, quality entertainment as a way of bringing together communities from all backgrounds.

STRATEGIC CONTEXT

The events' portfolio is seen as supporting Council's First Call for Children commitments and also supports the promotion of social, economic, environmental and cultural wellbeing of communities, as defined through the Local Government Act and Council's own Long Term Council Community Plan.

In addition, the concerts more fully utilise local parks, as outlined in the draft Parks and Open Space Strategy and the draft Leisure Strategy.

ISSUES

Publicity and promotion is key to the success of any event. For the Waitakere Sounds series, a comprehensive marketing campaign was undertaken. Active marketing commenced in November 2006, with the distribution of over 65,000 flyers in rates' notices, and in December 2006 through the distribution of 50,000 brochures to libraries, community houses, community centres, and through placements in malls and cafés throughout the Auckland region.

In addition to these brochures, on-air advertising of the Waitakere Sounds series occurred with sponsorship partner, The Radio Network, as well as articles in the Waitakere City News and in the various gig guides in newspapers such as the Weekend Herald and the Sunday Star Times. The Western Leader published several articles.

Information was also posted to Council's website, with a link to the North Shore City website, and a link from their website to ours, as they also produced the Shore Sounds series, which compliments our own. Waitakere Sounds was also, for the first time, publicised on the www.eventfinder.co.nz website. Statistics supplied from the website host show that for each of the concerts we received around 17,500 hits from people looking for additional information.

Following the 2006 series, Council officers worked with the event producer Ripple Productions, to look at ways that the 2007 programme could be enhanced to increase patronage. It was agreed to introduce Solo Sundays to the programme. Solo Sundays presented opportunities for solo-based performers to perform as part of the series, and from 11 February 2007, for two hours each Sunday afternoon, the public were entertained at the Band Rotunda at Falls Reserve.

As part of the 2006 review, it was also acknowledged that in order to attract larger audiences, we needed to promote well-known bands, not necessarily those who were purely Waitakere based. Bands and artists for 2007 included:

- John Rowles
- Yandall Sisters
- Indira
- Lady 6
- Herbs 'Unplugged'
- Hello Sailor
- Payola
- Neil Watson 3
- Dab Sperber Complex
- Tahuna Breaks
- Ddub
- Hot Property
- Royal New Zealand Base Auckland Band

The series commenced with a concert at Henderson Park on Waitangi Day, attracting around 3,500 people. Henderson Park was a new site for 2007 and worked well with plenty of parking being available at the nearby Corban Estate. The only negative to come from this event was the trampling of some of the new planting which had been undertaken as part of Project Twin Streams along the stream banks. This occurred as a result of members of the public sitting to take advantage of shade from trees along the stream bank. If we choose to use this site in 2008, the site plan will include fencing to prevent damage occurring again.

The second concert was held at Harbourview/Oringihina Reserve at Te Atatu Peninsula. Once again the weather proved kind and a crowd of around 2,500 were treated to a stunning sunset over Auckland City while venerable rockers, Hello Sailor, played to a very enthusiastic audience.

Sunday, 25 February 2007, saw Waitakere Sounds return to the Huia Reserve for an afternoon of "groove" music. A crowd of 1,000 enjoyed a lazy Sunday afternoon with great music and glorious weather. As with the previous year's event at Huia, the support and enthusiasm of the Huia Residents' and Ratepayers' Association ensured an excellent turnout.

The final concert of the series was on Saturday, 24 March 2007, at Luckens Reserve in Westharbour. Luckens Reserve was a new venue for 2007 and feedback from those attending suggests that it is ideal for events such as this. A crowd of close to 1,000 took in the late afternoon sounds of the Royal Airforce Band and covers' band Hot Property.

Interspersed with these major concerts were the previously mentioned Solo Sundays at Falls Reserve, which attracted around 1,000 people over six concerts, a good number given this was an untried new event for 2007. There is opportunity to grow this aspect of the series with better promotion.

There were no problems concerning public order and nuisance. Following the success of the 2006 concerts, no alcohol bans were considered necessary for 2007 and crowd behaviour has endorsed that decision.

Feedback received, both verbally and through the Call Centre, has been that residents would like to see these concerts continue into the future.

RESOURCES

Council allocated \$65,000 through the 2006/2007 Annual Plan for the Waitakere Sounds series.

The draft budget for 2007/2008 has \$65,000 once again included for another summer series.

CONCLUSION

The Waitakere Sounds' series promised and delivered to the city and its residents a mixed and varied programme of music which was very popular, based on numbers attending and the favourable comments and feedback that has been received. The inaugural series of concerts in the summer of 2005/2006 saw around 4,800 people attend. The aim for 2006/2007 was to increase patronage and this was achieved. It has been estimated that around 9,250 people attended the concert series during February/March 2007.

RECOMMENDATIONS

1. That the Waitakere Sounds Music Concerts 2007 report be received.
2. That KEA Campers, The Falls Restaurant and The Radio Network be thanked for their support and sponsorship of the Waitakere Sounds music series in 2007.
3. That Ayliss Ripley and her production company, Ripple Productions, be thanked for their support and management of the Waitakere Sounds music series in 2007.

Report prepared by Barbara Cade: Events and Special Projects Manager.

