

The Breeze Walking Festival – Walk Leaders Information

Saturday 28 September to Sunday 13 October 2019

The Breeze Walking Festival, now in its 8th year, provides an opportunity for a broad range of community groups and organisations to create and produce special events to celebrate walking.

The Festival is a big team effort, Council partner with over 30 different groups leading and supporting walks across the region in a variety of locations and catering for all abilities and interests.

The Christchurch City Council is responsible for the following aspects of the Walking Festival including: producing some of the walk events, coordination of the overall Breeze Walking Festival applications, liaison with Event Providers and the overall administration and marketing for the Walking Festival.

The Breeze Walking Festival is promoted via the Walking Festival booklet, Christchurch City Council website and Facebook page, and various other marketing avenues. Walk Leaders are encouraged to carry out marketing activities for their walks.

Due to the increasing level of interest in the Walking Festival from Walk Providers we may need to limit the number of walks included.

KEY DATES 2019

Monday 27 May Online registration opens

Monday 17 June Online registration closes

Monday 17- 24 June Submitted walk registrations considered by Project Team.

Tuesday 25 June Notification as to whether or not your walk registration has been accepted

Wednesday 3 July Walk Leaders sent draft content for Festival booklet

Wednesday 10 July Walk Leaders notify of final edits/changes for Festival booklet

Monday 12 August Festival Booklet distributed to partners

Monday 19 August Festival Booklet distributed to the public

Monday 26 August Festival signage installed across city

Friday 30 August Bookings open for walks

WALKING FESTIVAL OBJECTIVES:

To encourage residents and visitors to explore and enjoy the great outdoors, and support and reinforce the benefits of walking.

We will do this by:

1. Highlighting walking and recreation opportunities within the city and surrounding districts and the benefits of walking.
2. Work in partnership to design, promote and deliver a quality programme of walking events that explore the city on foot in a variety of ways and engages with a wide cross section of the community.
3. Develop a popular and well attended festival based on participant and partner feedback.
4. Connect attendees with information about walking groups and other opportunities in the region that will encourage walking for recreation and transport beyond the Festival.

KEY TARGET AUDIENCES WE WANT TO ENGAGE THROUGH THE WALKING FESTIVAL INCLUDE:

Families, pre-schoolers, children, youth, older adults, Maori and Pacifica, migrants, people with disabilities, new residents, friends and family visiting Christchurch.

WALKING FESTIVAL SAFETY RISK ASSESSMENT TEMPLATE & WALK CHECKLIST

These templates can assist planning for your walk. If you have any questions or difficulties with this template please feel free to contact us.

HOW TO REGISTER

All walk events must be submitted through the online registration form.

For your registration to be considered for acceptance as a Walk Provider you will need to:

- Complete all sections of the online registration form
- Complete and attach the safety risk Assessment template and site map (most formats suitable including jpeg, pdf and hand drawn maps)

CRITERIA FOR CONSIDERING YOUR EVENT APPLICATION

The Walking Festival Project Team will consider a number of factors when assessing the suitability of your proposed walk including:

- How does your Event meet the objectives of Walking Festival?
- Duplication of locations or target groups on the same day – we will come back to discuss options to change dates.
- Have you included all relevant information in the online registration form and attached the completed Safety Risk Assessment Form and your Site Plan ?

MARKETING

The Walk information which you provide through the online registration form will be included in the Walking Festival promotional material including the brochure, social media and on the Christchurch Events website. The information may be reformatted and abridged. You are required to use Breeze Walking Festival logo on any marketing material which you produce for your Walk event. We want people attending your walk to know this is part of a bigger festival and encourage them to try something new. The logo helps to direct them to the website to get information about the rest of the walks on offer. This will be sent to all approved Walk Providers on the 25 June with notification that the walk is included in the 2019 Festival.

Promotion templates and Facebook promotion examples will be provided as well wording around event cancellations and postponements.

Please provide information about your additional promotions through the online registration form.

ICON GUIDE:

The brochure will use the same Icon Guide from previous years.

As the walker leader you must decide the grading of your walk using the categories (easy, medium or hard). Please also note within the online registration if bookings are required, dogs are welcome on a leash, the walk is suitable for children in buggies or people in wheelchairs and if transport is provided. If you have any queries or would like to discuss this further please contact us.

FEATURE WALKS

Feature walks are highlighted within the brochure, these are normally walks which can cater for larger numbers of participants, for example 400-500 walkers, they don't require bookings and may be mass start walk events (Dogs Day Out) or self-guided (Gruffalo Explorer, Pukeko Stomp and AllRight? Amble). If you would like your walk to be considered as a Feature Walk event please contact Jacqui Miller on 941 5333.



WALKING FESTIVAL T-SHIRTS FOR WALK PROVIDERS

If you still have t-shirts from previous years we ask that you use this for the 2019 Festival. If you are new to the festival and need a t-shirt please outline your needs on the online registration form and we will do our best to provide you with what you require. If you have surplus from last year please let us know and we will pass them on to another group.

WALKING FESTIVAL CONTACT DETAILS EMAIL walkingfestival@ccc.govt.nz

Jacqui Miller	941 5333	jacqui.miller@ccc.govt.nz
Helen Miles	941 5409	helen.miles@ccc.govt.nz
Emma Pavey	941 5107	emma.pavey@ccc.govt.nz
Lisa Gregory	941 6729	lisa.gregory@ccc.govt.nz
Karyn Durham (Parks Unit)	941 6342	karyn.durham@ccc.govt.nz
Emily Toase	941 5216	emily.toase@ccc.govt.nz

Please feel free to forward this information on to other interested parties. We welcome all enquiries.