

## Activity 7.2: Events and Festivals

Accountable Manager: Richard Stokes

### What services are provided?

- Event promotion and marketing
- Production of major events and festivals (run by CCC)
- Manage the central city event spaces
- Management of grants for events
- Co-ordination and support of third party major festivals and events

### Why do we provide these services?

The Council delivers a year-round calendar of free or affordably-priced events aimed primarily at Christchurch residents, and supports festivals and events for both residents and visitors which attract visitor spend into Christchurch. Events strengthen community pride, help cement our reputation as the Garden City, promote the understanding of different cultures and healthy lifestyle choices, and showcase the quality of lifestyle available in Christchurch.

What outcomes are we trying to achieve?	How do the services contribute to desired outcomes?
<p>Christchurch is recognised as a great place to work, live, visit, invest and do business</p>	<p><i>Promoting Christchurch, coordinating the events calendar and producing, coordinating and funding a range of events and festivals ensures consistently high visitor numbers to the city and enhances the perception of Christchurch as an attractive place to live and invest in.</i></p>
<p>Arts and culture thrive in Christchurch</p>	<p><i>Producing, coordinating and funding a range of events and festivals contributes to a flourishing arts and culture scene in the city.</i></p>
<p>People are actively involved in their communities, local issues</p>	<p><i>Coordinating the provision of events support to the events industry and managing the distribution of event grants provides opportunities for residents to get involved in their communities.</i></p>
<p>Cultural and ethnic diversity is valued and celebrated</p>	<p><i>Supporting, managing, and funding events that celebrate cultural diversity contributes to the celebration of cultural and ethnic diversity in the city.</i></p>

### Which group or section of the community will benefit from this activity?:

Christchurch residents, visitors, visitor industry businesses, attendees of events, event managers, suppliers of event equipment and venues, performers, Maori and other ethnic communities, commercial sponsors and funders, disabled community, volunteers.

### Key legislation and strategies:

Christchurch Events Strategy 2007-17



## Customer

*What business results must we deliver to our customers, to deliver on the outcomes?*

### Performance Standards for LTP

Performance Standards for LTP	Current performance	Benchmarks	Recommended LOS	Rationale	LTP Committee Direction
<b>Event promotion and marketing (cont'd)</b>					
7.2.12 Manage and develop Major events	World Buskers Festival, Christchurch Arts festival	Auckland and Wellington Event Strategies have similar categorisation of events at Icon and Major event levels.  Wellington: Cuba St Carnival, Homegrown, Skyshow, Wellington Fashion Week, Fringe Festival	7.2.12.1 Two events in place at Major Event level.  7.2.12.2 Develop one other metropolitan community event to reach major event status by 2014/15.	<b>Key Business Driver</b> Events Strategy Goal 2 is 'a vibrant calendar of events that enhance Christchurch as a place to live and visit'  <i>Events Strategy criteria:</i> <ul style="list-style-type: none"> <li>• \$1m plus in direct expenditure to local economy</li> <li>• Attracts at least 3,000 visitor days to the city</li> <li>• Key national and regional media profile</li> <li>• Shoulder season preference</li> <li>• May not be unique to Christchurch</li> </ul> <i>Evaluation of icon events is through market research to determine economic impact and attendee satisfaction; and analysis of media coverage</i>	<b>Add an extra level of service for major events and list current examples only, not exhaustive list</b> - New LOS added per committee feedback  <b>Include the definitions of iconic and major events in rationale</b>  <b>Include information on how these events will be reported back to the Council. The reporting needs to include economic and social indicators (including attendance, participation and enjoyment).</b>
7.2.2 Provide and support year-round programme of events	90% resident satisfaction with the overall year-round programme of events and festivals that the Council supports	Annual Residents survey	At least 90% residents satisfaction with range of events and festivals delivered	Events and Festivals is regularly rated as one of the top four services that Council provides to the residents of Christchurch. Our programme of events must represent the character and attributes of our City and provide enjoyable event experiences, thereby delivering the Events Strategy Goal 2 of a 'vibrant calendar of events that enhance Christchurch as a place to live and visit'	<i>Accepted</i>

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<b>Production of major events and festivals (run by CCC)</b>					
7.2.3 Produce top quality events – such as Summertimes, Kidsfest, Guy Fawkes Fireworks	90% attendee satisfaction with the quality of events produced by Council (measured across 5 Council produced events annually)		At least 90% attendee satisfaction with the content and delivery across four Council-funded events	<p>Goal 4 of the events strategy is : Christchurch has the capability to produce top quality events. Our role is to lead by example and ensure that Council delivered events are of the highest standard and encourage good practice for events management across the sector.</p> <p>Since earthquakes we have experienced crowd increases to free events, such as New Years Eve, Kidsfest. A single Kidsfest event (Farm day) attracted over 8,000 - our production was based on projected 3,000. More content and improved production is required to deliver satisfaction to larger audiences.</p> <p>For the first time in recent years audience satisfaction levels have dropped below 90%.</p> <p><b>Annual cost increase of \$60k for events production across free events (New Year's Eve, KidsFest, Guy Fawkes)</b></p>	<p><i>Accepted</i></p> <p><i>Annual cost increase accepted.</i></p>

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<b>Manage the central city event spaces</b>					
7.2.7 Manage and develop the central city event spaces	Event activity in Cathedral Square, then the Events Village on 2 days a week (average).		7.2.7.1 Events in the central city events spaces on average 2 days a week  7.2.7.2 90% attendee satisfaction with event venue and content	Event activity brings a sense of vitality into the central City. To further develop this as a base for event activity that can draw residents and visitors alike into the Central point of our city.	<i>Accepted</i>

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### Non- LTP Performance Standards

Non-LTP Performance Standards	Current performance	Benchmarks	Recommended LOS	Rationale	LTP Committee Direction
<b>Event promotion and marketing (cont'd)</b>					
7.2.4 Assess opportunities for events that can contribute significant economic benefit to the City	Opportunities are assessed and recommendations for opportunities that deliver at least \$10m to the Christchurch economy are presented to Council	Wellington and Auckland now have major event funds to attract one off major international events such as Volvo Ocean Race Stopover, World Masters Games.  Wellington's Events Development Fund is \$4.3m.	Assess opportunities and present to Council those that deliver at least \$10m to the Christchurch economy, on a case by case basis.	<b>Key Business Driver</b> Objective 1.6 of the events strategy is 'Develop a co-ordinated Christchurch Group with adequate funding to work with Vbase to secure major commercial concerts and events of significant benefit to the City'. Effective relationships are in place with Vbase, with the Major Events Fund providing financial support to attract events that contribute significant economic benefit to the City  One off events, with appeal to the greater South Island visitor market can deliver economic benefit to retail, hospitality and accommodation sectors.  Currently no 'Major Events fund' available.	<i>Accepted</i>
<b>Management of grants for events</b>					
7.2.5 Manage the terms of funding contracts for approved Events and Festivals Fund activity to ensure benefit to the City	Contracts in place and managed for all approved events.		Contracts in place and managed for all for approved events.	The benefits of all event activity is significant therefore contracts must be in place and monitored to ensure delivery.  Council manages a strategic view of the calendar of events to deliver a year round programme that delivers wonderful event experiences to the people of Christchurch and supports the promotion of Christchurch as a visitor destination. To ensure we achieve the objectives of the Events strategy all events are contracted, with terms of contracts managed and reviewed.	<i>Accepted</i>

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### Non-LTP Performance Standards

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<b>Co-ordination and support of third party major festivals and events</b>					
7.2.8 Events support provided to the events industry	80% satisfaction with CCC event support from users of the service.  Events industry forums/ meetings provided bi-annually.  Event bookings service operational on all business days.		7.2.8.1 At least 80% event organiser satisfaction with CCC event support from users of the service.  7.2.8.2 Events industry forums/ meetings provided bi-annually  7.2.8.3 Event bookings service operational on all business days.	Our process support to facilitate ease of access to event sites and locations in our City is important to Christchurch having a quality events delivery base. The delivery of the Christchurch events strategy 2007-17, requires Council to work effectively with industry.  Event managers often have a choice of Cities in which to stage events. We want to have a reputation of a City that makes it easy to stage events.	<i>Accepted</i>
7.2.11 Provide strategic direction and coordination for the development of the Christchurch Event calendar	Deployment of Christchurch Events Strategy 2007-17 ( 15 of 24 objectives achieved)		Internal review of Christchurch Events Strategy 2007-17 to ensure relevance to transitional and re-emerging Christchurch - reviewed annually before 30 April (to inform Events and Festivals funding round)	Christchurch has made significant progress since adoption of the Christchurch events Strategy to co-ordinate a a strong effective event calendar. With the City changing we must ensure that events contribute to a 'liveable city' and help tell a story of an emerging, vibrant city.  Initial review to be completed before May 2013.	<i>Accepted</i>