

3. FESTIVALS AND EVENTS UPDATE

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The purpose of this report is to inform the Arts, Culture and Heritage Committee of the activities of the Festival and Events Subcommittee.

GARDEN FESTIVAL

The legal documents to establish the New Zealand Garden Festival Trust and the associated charitable company were included on the Festival and Events Subcommittee agenda at their last meeting on 5 February 2003. The Subcommittee approved the documents after they were reviewed.

The \$180,000 funding approved for the Garden Festival in the 2002/03 budget was agreed to be administered through a core funding agreement once the Subcommittee has approved an outline programme for the festival.

The Subcommittee has requested a progress report from the Trust for their meeting held on 6 March 2003.

FESTIVALS AND EVENTS FUNDING DECISIONS PROCESS

The Subcommittee has agreed on a process to decide funding allocations for the 2003/04 budget.

The process is based on two considerations:

1. How the festival fits into the overall programme and why it should receive funding.
2. Delivery of the festival itself.

1. **Fit with Overall Programme**

This approach continues to use the outcomes identified in the Festivals and Events Policy as a basis for considering the overall programme. A number of analyses of the current programme will be prepared for consideration by the Subcommittee from which broad conclusions will be drawn about how the overall programme needs to be adjusted.

The Festival and Events Subcommittee has decided to develop funding bands as part of its decision making process to assess the overall programme ie to establish maximum and minimum funding levels for the different categories of festivals (ie visitor icon, community, specialist/niche). It is anticipated that this approach will lead to a better process to determine how much to fund each festival.

2. **Delivery of Programme**

As well as assessing the delivery on identified festival outcomes an audit process has been decided on. Late last year all core funded and in-house festivals were invited to participate in a pilot event audit programme. These event audits will provide a means to evaluate the management and governance of each festival and generally identify ways in which the festival could be improved. The three festivals that will be participating are Kidsfest, the Christchurch Montana Winter Carnival and The Jazz Festival. Arthur Klapp, an independent event consultant from Wellington, will conduct the audits. If the pilot programme is successful it will be followed up with an expanded programme to include all festivals.

The processes outlined in section 1 and 2 will be used to develop funding recommendations for a programme of in-house and core funded festivals for 2003/04. This programme will be recommended to the Arts, Culture and Heritage Committee when finalised.

PROCESS FOR FESTIVALS TO MOVE FROM SEED TO CORE FUNDING

The funding for seed funding is currently decided from recommendations based on criteria made to the Metropolitan Funding Subcommittee from the Leisure Unit on an individual basis. Applications and proposals for seed funding are decided on their individual merit and their fit with the seed funding evaluation criteria.

Essentially, seed funding is used for one-off events, or as the first step in the establishment of ongoing festival development. Currently, there is no process to manage the transition from seed funding to core funding.

A process was decided on to manage this transition. Festivals will be evaluated and assessed at the seed funding stage to establish the likelihood of the festival receiving future core funding. This will be communicated to the festival at the seed funding stage. The intention is to avoid seed funding festivals for a few years if they cannot survive without ongoing Council funding and are unlikely to receive core funding when their seed funding runs out.

TRANSFER OF CHRISTCHURCH ARTS FESTIVAL INNOVATION FUNDING ALLOCATION FROM THE PACIFIC STILT PROJECT TO THE WAY TO COOK

A request was received by the Subcommittee from the Director of the Christchurch Arts Festival seeking a reallocation of the \$20,000 granted to 'The Pacific Stilt Project' to another performance 'The Way to Cook'. The Community Employment Group funding expectation of a minimum of 70 Pacific Island people to be involved in the production on The Pacific Stilt Project proved on analysis by the festival Director to be beyond the Festival's means and liable to hinder the project artistically.

'The Way to Cook' will be presented for a five show season in the Hereford Street premises of the University of Canterbury Theatre and Film Department (above the ASB Bank). Each show will be presented to 100 people, with extra shows being mounted if demand warrants it.

In addition to enjoying the show, the audience will be seated at tables and enjoy a meal with the show.

The Subcommittee agreed that the Christchurch Arts Festival is permitted to utilise the \$20,000 grant towards 'The Way To Cook' conditional on it finding another commercial sponsor to the value of \$10,000 and the event budget being reduced to ensure that the expected deficit is covered.

Festival and Events

Subcommittee

Recommendation: That this report be received for information.

Chairman's

Recommendation: That the report be received.