

## 11. WHOPPER CHOPPER SEASIDE EXTRAVAGANZA

|   |  |
|---|--|
| <b>Officer responsible</b><br>Leisure Manager | <b>Authors</b><br>Marion Morton - Community Recreation Adviser, DDI 941-5333<br>Lesley Symington - Team Leader Recreation and Arts, DDI 941-8879 |
|---|--|

The purpose of this report is to inform the Board of the proposed WHOPPER CHOPPER Seaside Extravaganza, Aotearoa Tour, to be held in New Brighton on 11 October 2003.

### BACKGROUND

WHOPPER CHOPPER is a seaside event targeted at all ages. Successfully run as part of Wellington City Council's Summer City Season for four years, it is now embarking on a national tour.

The Festival Director summarises the three main themes behind WHOPPER CHOPPER as:

- A celebration of New Zealand's immensely beautiful coastline.
- A celebration of childhood for all ages through creative participation.
- A celebration of innovative home grown New Zealand music and performance.

"WHOPPER CHOPPER is all about free, safe, fun family entertainment, good food and old-fashioned games with a twist. Each WHOPPER CHOPPER outing features a dress up theme, such as Sahara or Mardi Gras, and prizes are awarded to the public for best-dressed WHOPPER CHOPPERS. The fun games include egg and spoon races, tug of war, jelly eating, sandcastle competitions, sack races and the limbo. Specially attired WHOPPER CHOPPER performers supervise the games and entertainment with tongue in cheek attitude."

The WHOPPER CHOPPER blue and red circus big top tent creates the interactive Whopper Kidzone area with workshops and games. New Zealand's top contemporary bands and DJs will play at WHOPPER CHOPPER selected from 60 bands and DJs that apply to play each year. New to the tour this year is a series of short 20 minutes screenings of archival footage relating to each local area from the New Zealand Film Archive.

This event looks like a fun, interactive, free event, suitable for the whole family and would be a good addition to the New Brighton events calendar. WHOPPER CHOPPER events attract 5,000-8,000 people and would have huge benefits for the local community and businesses. The event duration is six hours, 12.00-6.00 pm.

The New Brighton Project supports this event, and has not scheduled any other events during October. The next event in New Brighton would be the fireworks and carnival on 5 November.

### COST

Each event costs a total of \$27,000 to produce. However, with sponsorship and existing funding the cost to the Council is \$15,000 (GST exclusive) for a show of the WHOPPER CHOPPER at New Brighton.

Events Seeding Funding of \$5,000 is available. It is recommended that the Board fund \$5,000 from the 2003/04 Discretionary Fund and that additional funding be sought from pub charity funding by the event organisers.

### Staff

- Recommendations:**
1. That the Board fund \$5,000 toward the WHOPPER CHOPPER New Brighton Seaside extravaganza from the 2003/04 Discretionary Fund.
  2. That the WHOPPER CHOPPER organising committee work closely with the New Brighton Project, to ensure the event's success.

### Chairpersons

**Recommendation:** For discussion.