

4. FESTIVALS AND EVENTS SUBCOMMITTEE TWO-MONTHLY REPORT

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The purpose of this report is to report the activities of the Festivals and Events Subcommittee and seek approval for Innovation Fund applications.

THE INNOVATION FUND

In the funding recommendations approved by the Arts, Culture and Heritage Committee in July 2003 a sum of \$50,000 was identified for festival innovations. This funding is within the overall allocation in the 2003/04 Annual Plan for festivals and events.

Innovation fund proposals were invited from all core-funded and in-house festivals under the following conditions:

1. The innovation fund of \$50,000 for 2003/04 is available to and contestable by all currently core funded and in-house festivals for the purpose of creating new and innovative festival components. It is envisaged that the fund will allow festivals to consider options which may be considered too risky to undertake within the usual course of festival operations.
2. To be eligible for consideration the concept will need to meet the following criteria:
 - Be a completely new concept to the festival,
 - Be different from any other festival components currently offered in Christchurch and Canterbury,
 - Be truly innovative and imaginative,
 - Add significant value to the festival,
 - Be of a very high standard.
3. Any innovation fund allocation will be a one-off payment which will enable the establishment and development of the innovation and will be paid under the condition that there will be no recourse to subsequent payments to sustain the innovation. Therefore the innovation must be sustainable in future years without further Council funding.
4. Innovation Fund applications were received from seven festivals, as follows:

- **Waitaha Cultural Festival**

This application was to trial a Maori fashion show in association with the Waitaha Regional Kapahaka Festival for Senior Performers. The show would consist of garments made of traditional fibres using traditional techniques through to modern/contemporary garments. The intention is to develop this component of the festival with a view to it being an integral part of the National Senior Kapahaka Festival in 2007. The sum of \$10,000 innovation funding was sought.

- **Fa Pacific Arts Festival**

This application was to develop a Niu Mediums component of the Festival. The Niu Mediums component would feature cross-disciplinary and/or multi-media works with the aim of attracting new audiences to the festival and developing new alliances. The sum of \$12,000 innovation funding was sought.

- **Christchurch Arts Festival**

This application was for a contribution to developing a new theatre work by Gary Henderson called "Peninsula" to be performed in the 2005 Festival. The intention is to be able to 'sell' this show to other arts festivals in New Zealand and overseas. This theatre work was put forward to the Joint New Zealand festivals' show and tell commissioning process. The sum of \$20,000 innovation funding was sought.

- **World Buskers Festival**

This application is to develop a performance site dedicated to entertaining young children. The site will feature shows presented by New Zealand and International artists for young children and families in Victoria Square. The sum of \$15,600 innovation funding was sought.

- **Christchurch International Jazz Festival**

This application is to develop a component of the Festival that offers students (from CPIT Jazz School, University of Canterbury School of Music and South Island High Schools) the opportunity to workshop, rearrange and publicly perform two Cole Porter songs with tutors from the Jazz School and top professional musicians. The sum of \$11,900 innovation funding was sought.

- **Montana Winter Carnival**

This application was for a Laser Light Extravaganza involving central city buildings being lit by laser lights for a five-day period and a dynamic display of lasers on one evening during the Festival. The sum of \$30,000 innovation funding was sought.

- **Art and Industry Urban Arts Biennial 2004**

This application is for an arts project called "Light SCAPE" at cultural sites in the inner city to explore the body's passage through space and time. The sites will be activated at night using projection on to, out of and inside architectural and natural structures. Partnerships will be forged with companies that are developing new technologies in the areas of lighting effects, LED, projection and neon. In conjunction with the Human Interface Technology Laboratory (HIT Lab New Zealand) an interactive component will be housed in one of the buildings providing a virtual reality art exhibit. The sum of \$30,000 innovation funding is sought.

- **Adam International Cello Festival**

This application is to develop an New Zealand's first electric cello band comprising aspiring local cellist performing rock/pop style cello music. The new group will make its debut at the opening performance of the festival and showcase other local venues during the festival period. It is anticipated that the electric cello component of the festival would be developed further in subsequent Festivals. The sum of \$20,940 innovation funding is sought.

The Festivals and Events Subcommittee has considered these innovation funding applications in detail and recommends that innovation funding as follows be allocated:

Waitaha Cultural Festival	Refer to Event Seeding
Fa - Pacific Arts	Decline
Christchurch Arts Festival	Decline
World Buskers Festival	\$13,600
Christchurch International Jazz Festival	\$3,900
Montana Winter Carnival	Decline
Art and Industry Biennial	\$17,500
Adam International Cello Festival	\$15,000

FESTIVAL OF JAPAN/CULTURAL FESTIVALS

The Festivals and Events Subcommittee has received an application for funding from the Festival of Japan. This festival is in an unusual position as a formerly core-funded festival it does not neatly fit in to the category of a new festival or of a core-funded festival.

The proposed Festival of Japan programme involves a wide range of events involving Japanese art, cooking, gardens, music and performance. Much of this programme is aimed at the local community rather than visitors, however, the proposal includes flying several hundred Japanese to the City as performers. The festival organisers also express the view that increased understanding of Japanese culture will help to promote greater business with Japan in the long-term. The intention is to run the festival every three or four years.

The Subcommittee's consideration of this festival are bound up with a more general issue concerning the funding of cultural festivals more generally. The process for funding cultural events was considered by the Festival and Events Subcommittee last year following staff discussions at the then Multi-Cultural Subcommittee. It was decided to continue to treat cultural festivals in the same manner as all other festivals ie new festivals are considered for event seeding funding and once this has been received for one to three years the festival may be considered for core funding.

Since that time the event seeding fund has received numerous applications from cultural festivals and does not have sufficient funds to support many of them.

A budget of \$40,000 was left unallocated to deal with applications for new/cultural festivals within the Events Contracted output. The Festival and Events Subcommittee recommends the allocation of this to the Festival of Japan. However, this is still somewhat short of the \$70,000 requested.

In terms of providing a ready mechanism for funding cultural festivals the Festivals and Events Subcommittee would like to establish an annual fund for this purpose. Applications could be invited with a specific annual closing date from cultural organisations and others wishing to seek funding from Council for cultural events. Any funding applications coming in for Events Seeding could be directed to this fund and allocations could be recommended by Festivals And Events Subcommittee. The frequency with which any single festival received funding could be determined by Festivals and Events Subcommittee with the aim of spreading the funding around different cultures over a number of years.

To enable this fund for Cultural Festivals to be established the Festivals and Events Subcommittee is willing to contribute \$40,000 from within the Festivals and Events funding 'cap'. However, it recommends that the Arts, Culture and Heritage Committee seeks a further \$60,000 per annum through the 2004/05 Annual Plan process to create a substantial fund.

In the immediate term this would allow the funding of the remaining \$30,000 for the Festival of Japan in 2004/05, as well as providing an avenue for a one or two other cultural festivals to be funded.

NEW ZEALAND GARDEN FESTIVAL

The Festivals and Events Subcommittee has received more details of the New Zealand Garden Festival's proposed programme for the first Festival in 2004 and its proposed budget in preparation for entering a core funding agreement. Much of this information is commercially sensitive. However, a launch to which all Councillors will be invited is planned for December 2003.

Negotiations are continuing between the New Zealand Garden Festival and Dunkleys Shows. These negotiations are being carefully followed by the Festivals and Events Subcommittee Chairperson.

POST SHOW INFORMATION

The Festivals and Events Subcommittee has received post-show reports from the Books and Beyond Festival, Young Inventionz and Adam International Festival all of which took place earlier this year.

The Subcommittee also received an audit it commissioned on Kidsfest. Well-known Wellington events expert Arthur Clapp has been commissioned to carry out audits on a number of festivals with Kidsfest being the first one completed. The audit provided useful information to the Kidsfest Trust, Council Events Team and the Subcommittee. In general the audit was very favourable noting a few areas for future work to maintain and further improve the festival.

Staff

Recommendation: 1. That the Innovation Funding be approved as follows:

(a)	Waitaha Cultural Festival	Refer to Event Seeding
(b)	Fa – Pacific Arts	Decline
(c)	Christchurch Arts Festival	Decline
(d)	World Buskers Festival	\$13,600
(e)	Christchurch International Jazz Festival	\$3,900
(f)	Montana Winter Carnival	Decline
(g)	Art and Industry Biennial	\$17,500
(h)	Adam International Cello Festival	\$15,000

2. That the remaining information be received.
3. That the Committee support a bid in the 2004/05 Annual Plan for \$60,000 per annum to help create a fund for cultural festivals as described in this report.

Chairman's

Recommendation:

That recommendations 1 and 2 be supported and 3 be discussed.