

12. CANTERBURY ADVENTURE TRUST - ADVENTURE FESTIVAL 2001

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Corporate Plan Output: Festivals and Events	

The purpose of this report is to submit for the Council's approval, the programme for the 2001 Adventure Festival.

The Canterbury Adventure Trust was formed in 1993 for the main purpose of organising an annual festival for the people of Canterbury. Councillors Condon and Baker are members of the trust.

A range of activities has been provided under an Adventure banner, with the aim of encouraging as many Cantabrians, whether amateurs or professionals, to "have a go". Many of the activities are also focused on fun and enjoyment.

Behind this sense of involvement, there has also been the desire to add regional social and economic benefits. In this regard some of the major events have attracted participation from well outside the region, which not only benefits the participants, but the economy of the region as a whole.

ADVENTURE CANTERBURY

Over the last few years, the trust has turned its attention to making Canterbury the adventure capital of the nation and much time has been devoted at its meeting to this end.

The trust has recognised that the word "adventure" encapsulates a wide range of activities that could be included in a new adventure programme. Examples of this are clothing ware, photography, equipment etc.

With this in mind the trust has set out to build a more high profile Adventure Festival, while still retaining a wide range of public participation events.

ADVENTUREFEST 2001 STRUCTURE

The Trust has negotiated the services of Allstar Events Ltd, a company whose managing director is well experienced in hosting the running of public attraction events in Christchurch. This company has now developed what will be a world first event, which will be one of the centrepieces of the festival. Several other key events are planned and AdventureFest 2001 promises to be something special, which will not only enhance Canterbury's image but attract national and international interest.

FESTIVAL OUTLINE

Introduction

The purpose of this proposal is to outline how the Adventure Festival and the Railracing event can be combined to the benefit of all concerned. It is believed there is a great deal of synergy between the two events and the whole would be significantly greater than the sum of its two parts. It must be reinforced that this is an outline only. The quite considerable amount of detail involved can be worked through once the general concept has been agreed upon.

Concept Outline

Christchurch. Noun. The most beautiful City in the World.

Adventure. Noun. Exciting or unexpected events.

Festival. Noun. An organised series of special events and performances.

By using these dictionary definitions as a guide, a celebration of the exciting and unexpected aspects of the region would be built into a major, self-sustaining event on the festival calendar. It is believed the potential for positive social and economic benefits is very high.

Event Outline

The Christchurch AdventureFest would have three parts:

- Pre-event activity. The heats and preliminary parts of some of the participation events would be held in the week leading up to the main event day. This could include events such as the corporate raft race and others yet to be designed. The finals of these events would be held on the main event day.
- Adventure Playground. This would be the focus of the festival, in which a festival precinct is created around the racing circuit, or tramway. Within this precinct there would be a multitude of adventurous opportunities, covering entertainment, food, drink and participation. Railracing would be the main attraction that would draw people to the precinct, but once there, there would be something for everyone.
- Post-event activity. Some spectator and participation events would be held in the week or so immediately following the main event day. They would be promoted extensively at The Adventure Playground. An example of this is the 4-wheel drive club's Mud Event, Weka Pass Downhill.

The Events

Railracing.
Skate/BMX.
Others yet to be created.

Entertainment

High wire act between Rydges and Clarendon Towers buildings.
Circo arts.

Food and Drink

Wildfood Festival-type stalls.
New products from our food producers.
Adventurous caterers, Hellfire Corner.
New release wines and beers.
Themed menus at adjacent cafes.

Other

A trade and promotion display of our adventure industry.

Budget

Given that the entire concept is without precedent, accurate budget figures are not fully possible at this stage. A preliminary budget follows. As Running the Rails is easily the largest single component of the festival, it is likely to command the lion's share of both the revenue and expenditure.

Funding

The trust has been successful in attracting a \$20,000 donation towards the festival, and commercial sponsorship to the extent of \$77,000 is being sought.

In order to meet the total budget expenditure, further commercial sponsorship is being sought, as well as fees from those operating stalls or hospitality food and liquor outlets.

Funding for the festival is provided for in this year's budget, and the trust would respectfully request that this money (\$60,000) be released in order that the programme may be implemented.

**ADVENTUREFEST 2001
BUDGET**

INCOME	CASH	CONTRA	MARKETING
Council grant	\$61,300		
Adventure Festival Trust	\$18,700		
Sponsorship	\$35,000	\$32,000	\$10,000
Site income	\$10,000		
Big Event/Other	\$50,000		
Central City		\$30,000	
CCM			\$10,000
Total	\$175,000	\$62,000	\$20,000

OUTGOINGS	CASH	CONTRA	MARKETING
All Star Events	\$60,000		
Railracing	\$50,000		
High wire	\$20,000		
Rides/ent	\$40,000		
Legal	\$5,000		
Promotion			\$20,000
Playground		\$62,000	
Total	\$175,000	\$62,000	\$20,000

SUMMARY

AdventureFest 2001 will combine a series of competitive events with those of entertainment, adventure-style food and drink, together with trade promotion displays of Christchurch and Canterbury's adventure industry.

The festival will take place over several days, with part of the central city being cordoned off to allow for various events to be held.

One of the key attractions will be "Railracing", which utilises *jiggernaut* time trials on the Worcester Boulevard tram tracks. The *jiggernauts*, which are a high-tech, futuristic style of railway jigger, are being designed in collaboration with the Britten Motorcycle Company, and expected to attract world-wide media attention.

Coupled with a high profile opening act will be rollerblade races, adventure trade shows, mountain bikes, adventure fashion shows and other adventure oriented events.

In all, this promises to be a highlight of the Year 2001 Canterbury festival scene.

- Recommendation:**
1. That the programme for AdventureFest 2000 as outlined in the above report be approved subject to:
 - (i) All requirements of the Health and Safety Act being met.
 - (ii) Suitable arrangements being made with Christchurch Tramway Ltd and the City Streets Manager regarding the use of the tram track.
 2. That the funding of \$61,300 provided in the Leisure Unit's budget for the Adventure Festival be released to the Canterbury Adventure Trust on completion of a satisfactory core funding agreement.