

## 2. FESTIVALS AND EVENTS INTERIM ADVISORY BOARD – APPOINTMENT OF EXTERNAL MEMBERS

<b>Officer responsible</b> Leisure Manager	<b>Author</b> Alan Bywater, Team Leader, Leisure Planning, DDI 372 2430
Corporate Plan Output: Plans and Policies, Events Marketing and Research	

The purpose of this report is to recommend external appointments to the Festivals and Events Interim Advisory Board.

### INTRODUCTION

In October 2000 the Council approved the Events Strategy. One of the major parts in the Strategy was the establishment of a Festivals and Events Interim Advisory Board with the aim *'to advise the Council on how to achieve maximum return<sup>1</sup> for its investment in festivals and events and how to promote the long-term sustainability of the events sector in Christchurch'*. The Festivals and Events Interim Advisory Board is to be a sub committee of the Parks and Recreation Committee and composed of four councillors and four external members.

The four Councillor representatives on the Festivals and Events Advisory Board are Councillors Austin, Baker, Condon and Stonhill.

Applications for external places on the Festivals and Events Advisory Board were sought through public advertising and through suggestions/nominations by councillors. Twenty-four expressions of interest to be on the Festivals and Events Advisory Board were received. These were short listed by a group made up of two of the Councillor representatives of the Festivals and Events Advisory Board (Councillors Austin and Baker), the Leisure Manager and the Team Leader, Leisure Planning.

A shortlist of six potential members took place in informal interviews with Councillor Austin, Councillor Condon, the Leisure Manager and the Team Leader, Leisure Planning. The quality amongst the potential members was very high and those involved in interviewing were impressed by the array of talent volunteering to be part of the Festivals and Events Interim Advisory Board. The recommendations for those appoint to the Festivals and Events Advisory Board have been based on trying to establish the right mix of skills and experience to best enable the Board to carry out its functions.

### RECOMMENDED EXTERNAL MEMBERS

The following individuals are recommended as external members of the Festival and Events Interim Advisory Board:

- Anne Hindson - Course Co-ordinator for Diploma in Event Management at Christchurch Polytechnic. Formerly CEO of Touch New Zealand. Range of event management and research roles with experience in sponsorship and marketing. Former lecturer on Parks and Recreation course at Lincoln University.
- Nigel Mayson Currently consultant working in project co-ordination, market research, financial analysis, strategic planning and communications management. Formerly CEO of Events NZ – a crown entity responsible for enhancing New Zealand's event hosting opportunities capabilities and economic outcomes and providing event related advice to the government.
- Felicity Price Currently Managing Director Price Rennie PR Ltd working in public relations and marketing communications. Experience of working with sponsors of major events and in the development and promotion of events. Extensive written, radio and TV journalistic experience. Former Vice President of PRINZ (Public Relations Industry of New Zealand).

<sup>1</sup> 'Return' being in terms of achievement of the outcomes in the Council's Festivals and Events Policy.

Scott Wallace      Currently Regional Manager CDL Hospitality Management Services Ltd (international management company for 19 Quality Hotels, 7 Copthorne Hotels and 3 Millennium Hotels). General Manager Copthorne Central and Quality Hotel Durham Street. Experience of hotel based concerts and events, leadership and development of marketing and positioning. Experienced in reviewing financial and operational performance and in hotel brand management.

- Recommendation:**
1.      That the following be appointed to the Festivals and Events Advisory Board:  
  
         Anne Hindson  
         Nigel Mayson  
         Felicity Price  
         Scott Wallace
  
  2.      That all those who volunteered be thanked sincerely for offering to become part of the Festivals and Events Interim Advisory Board.