

### 3. CULTURE GALORE – UPDATE

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The purpose of this report is to report back on **Culture Galore!** – a multi cultural event staged at Ray Blank Park on 6 March 2004.

#### BACKGROUND

Community events bring residents together and create a sense of belonging to, and enjoyment in, living in a local community. They enable local community organisations to get involved in a joint community celebration, and to promote themselves. Local residents who attend these events then learn more about their local community.

**Culture Galore!** - the name of the multi cultural festival - was staged on Saturday 6 March at Ray Blank Park. This is the fourth consecutive summer a multi-cultural event has been staged at this venue. **Culture Galore!** is continuing to be well attended by 55 groups from Christchurch's cultural community as well as by the local community, attracting an estimated 5,000 people. With lots of live entertainment and colour **Culture Galore!** was a wonderful celebration of our multi-cultural community.

#### PLANNING

Planning for **Culture Galore!** commenced in September 2003 and was managed by Christchurch City Council Leisure. A Planning Committee was established to oversee the planning of **Culture Galore!**

Committee members included Val Carter, Yiyi Ku (Fendalton/Waimairi Community Board), Peter Laloli, Ishwar Ganda, (Riccarton/Wigram Community Board), Lincoln Tan (Asian Youth Trust), Jenni Marr (Multi Cultural Community Development Adviser), Cecilia Guridis (Office of Ethnic Affairs), Rachel Ware (CCC Libraries), Richard Liddicoat (Plains FM96.9), Ken Howat (Community Recreation Adviser), and Jacqui Leask (Community Recreation Adviser).

The committee had five meetings to discuss issues relating to communication with the cultural groups, refinement of the event programme, promotion and public relations.

#### EVENT PURPOSE FOR CULTURAL GROUPS

The purpose for cultural groups to be involved in Culture Galore is numerous, varying from increasing awareness and celebrating cultural differences, promotion of travel and tourism, fund raising for cultural groups, building relationships with Council staff, planning committee members, other cultural groups and local community, and increasing membership numbers for cultural groups.

#### EVENT PROGRAMME (refer to appendix one for a list of participating groups)

**Culture Galore!** was made up of:

1. Main Stage and Demonstration area with over 30 different cultural performances
2. 44 Stalls featuring ethnic food, demonstrations and information
3. General Entertainment

There were 55 groups in total participating in the event representing approximately 38 different ethnicities.

Eleven of these were new groups identified through the partnerships developed with Cecilia Guridi from the Office of Ethnic Affairs and Jenni Marr, Multi-cultural adviser for the Council.

The planning committee focused on attracting representation from groups previously not involved in the event, particularly African and South American groups. New groups from these areas included Mexican, Zimbabwean, Somali who had stage performances plus information stalls. Other new groups included the Nepal New Zealand Friendship Society Inc, the Orkney Islands Friendship group, the Polish Association, Bahia community, Christian Arabic Fellowship, Iraqi community, Hare Krishna Cultural Centre, and Malaysian Society

New activities for children included free kite making and flying, have-a-go soccer with Avonhead Soccer Club, and flax weaving demonstration and free have-a-go opportunity with the Korowhai Tahiti group. Stone carving had been booked, but due to the tutor breaking his arm this had to be cancelled at the last minute.

## PROMOTION

As part of the planning of this event a promotion plan was developed. This included:

- A promotional sign displayed on site at Ray Blank Park for the 10 days leading up to the event.
- A letterbox drop of promotional fliers distributed to 1,560 households in the local community approximately 1 week prior to the event.
- Distribution of promotional fliers through the Christchurch City Libraries North West and South libraries (fliers were physically handed to customers as they issued books), PlainsFM96.9,
- A feature page in the News Advertiser 1 week prior to the event.
- A poster campaign staged two weeks prior to the event. This included a retail campaign targeting local businesses and schools in the area, as well as utilising high profile paste-up sites in the city.
- A poster campaign on public buses on the north west area of Christchurch
- Three advertising campaigns were run over Plains FM96.9.:
  1. The first campaign targeted people interested in being involved with the event and encouraged them to contact Plains FM96.9. These people were then forwarded on to Christchurch City Council Leisure for follow-up.
  2. The second campaign involved advertisements in 10 different languages, promoting the event to new immigrants.
  3. The third campaign was in English promoting the event to the general public.
  4. There were also run of station announcements on PlainsFM96.9.
- Promotional information was sent to a database of all English Language schools in Christchurch.
- Schools in the Riccarton/Wigram and Fendalton/Waimairi wards were sent an insert to be included in the school newsletter.
- A media release issued to local papers, radio station and television stations.
- The event was advertised in the Summertimes brochure in the community events section
- Advertisements were put into cultural group newsletters
- The event was promoted on [www.bethere.org.nz](http://www.bethere.org.nz) this is a website promoting events in Christchurch and on the CCC internet website.

## NEW PROMOTION

A Pre-event lunchtime concert was held on Friday 5<sup>th</sup> March in Cathedral Square featuring several of the groups who were to perform at the event. Fliers were distributed amongst the 600 strong crowd at the concert which was very well received.

## SPONSORSHIP

This event was sponsored by Plains FM96.9. The relationship was developed in 2002 to assist in getting cultural groups involved in the event as performers or stallholders, and to advertise the event in ten different languages and to main-stream Plains FM96.9 listeners. Plains FM96.9 is a full-time independent broadcaster delivering over 80 hours of community-made radio programmes every week in more than 18 languages. Plains FM96.9 were an excellent sponsor committed to being a constructive partner in delivering a high quality multi-cultural event.

## FUNDING

This event was a partnership between the Riccarton/Wigram Community Board and the Fendalton/Waimairi Community Board. Riccarton/Wigram Community Board contributed \$8,000 towards the staging of this event.

## PUBLIC AND CULTURAL GROUPS SURVEY RESULTS

When comparing the survey results of the 2004 event to the 2003 event the results have been very similar, with a high number of public and cultural groups who participated in the event satisfied with the overall theme of the event and the variety of cultures participating.

A recurring theme from the evaluations was to relocate the event to a bigger venue and for a greater variety of cultures, activities and have-a-go options. The event planning committee needs to emphasize the fact that Culture Galore is a local event which celebrates the diversity of cultures living in the western suburbs in all print information to the cultural groups and to the public.

## SUMMARY

**Culture Galore!** was a successful celebration of the cultural diversity of our community. The event brought many people from a plethora of ethnicities together to celebrate what has become a very multi-cultural community. **Culture Galore!** gave everybody an opportunity to demonstrate what was unique about their culture and educate the wider community of Fendalton/Waimairi and Riccarton/Wigram.

Based on the ongoing success of this event the Board has allocated \$9,000 from its 2004/05 Project Funds for a further event.

**Staff**

**Recommendation:** That *Culture Galore!* be staged again in March 2005 at Ray Blank Park.