

6. FESTIVALS AND EVENTS SUBCOMMITTEE UPDATE

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The purpose of this report is to inform the Arts, Culture and Heritage Committee of the activities of the Festival and Events Subcommittee.

EVENT AUDIT PROCESS

As part of its research and evaluation programme the Subcommittee has commissioned event audits in 2003-04 on The Montana Christchurch Winter Carnival, TV2 KidsFest, The Festival of Flowers and Romance and The Montana International Jazz Festival (ongoing until the festival in 2005). The aim of the audits is to identify how a festivals operation could be improved and its outcomes be better achieved.

The objectives of the audits are:

- To identify any divergence in outcomes between the Council and the festival trust and recommend how these can be reconciled.
- To identify how the festival could better achieve the outcomes identified for it by the Council (and by the festival trust).
- To identify the degree to which the festival is driven by an effective long-term vision and strategy for its future.
- To assess the broad stage in the lifecycle that the festival is currently at and the implications of this for its future direction.
- To identify how the festival could become more self sufficient in terms of funding ie require less Council funding.
- To analyse the internal management and governance structures and processes to identify how these could be improved.
- To identify areas of 'risk' (financial, health and safety and reputation) to the festival trust and the Council from the operation of the festival and recommend means to eliminate, isolate or minimise the identified risks.

Given the aims and objectives of the study, the methodology is well researched and robust and makes maximum use of all existing material by the Council and the festival trusts.

The views of the relevant stakeholders are investigated and form part of the overall audit of the festivals. The consultant attends and observes key parts of the festival preparation and programme in order to fully understand the festival and the practicalities of its operation.

All aspects of methodology used are in accordance with the Christchurch City Council's Draft Code of Research Ethics.

The audit outcomes are presented in a report detailing methodology, findings, conclusions and recommendations. Each report is sent and discussed with the festival trust/festival manager and the Council's Festivals and Events Subcommittee.

Festivals included in the audit process have been very positive about the process and the advice and recommendations they have received. The Subcommittee has found the audits a valuable evaluation and recommendation tool.

FIREWORKS BYLAW

The Subcommittee has discussed concerns for public safety at the Meridian Energy Fireworks Extravaganza. Some members of the public let off their own fireworks in the pier area in a irresponsible and dangerous manner which resulted in fireworks being aimed at other spectators at the event. The Subcommittee discussed the ways dangerous behaviour might be controlled with the Council Events Team Leader.

A report from the Events Team Leader examined the feasibility and advisability of passing a bylaw to prevent the public letting fireworks at New Brighton beach, on the night of the Meridian Energy Fireworks Extravaganza. The Subcommittee decided:

- “(a) That the Council investigate a Fireworks Ban Bylaw, banning fireworks on New Brighton beach during the Meridian Energy Fireworks Extravaganza.*
- “(b) That the Events Team carry out further investigation on the banning of fireworks from areas to the front and sides of the New Brighton pier during the fireworks display.”*

These investigations are progressing.

CULTURAL EVENTS

The Metropolitan Funding Subcommittee resolved at their meeting on 9 March 2004 to allocate \$25,000 to the Festival and Events Subcommittee budget to be used specifically for cultural festivals. Included in the resolution was the suggestion that the Festival and Events Subcommittee match an equivalent sum for the hosting of cultural events in the city. The matched amount would be additional to any core funding allocations made to existing cultural festivals. Secondly, the Subcommittee resolved that that Festival and Events Subcommittee should formulate a process to allocate the funding and thirdly, that background information on the Council's funding and support of cultural festivals be provided to both Subcommittees.

The Festival and Events Subcommittee received the report providing background information on the current status of the cultural festivals in the city at their meeting on 7 April 2004.

It was resolved:

- “(a) That the report lie on the table for a further meeting at which the whole cultural festival issue be worked through.*
- “(b) That three members of the Subcommittee together with David Coom and Jenni Marr investigate the proposal and report back.”*

NZ GARDEN FESTIVAL LIMITED

The NZ Garden Festival Trust representatives presented their commitments and costs of consultation to the Subcommittee at their meeting on 7 April 2004. A seminar date is in the process of being set to present the festivals consultation process results to all elected members.

FUNDING ANALYSIS, STRATEGY AND RECOMMENDATIONS FOR 2004/05

The Subcommittee has begun discussions on the current strategy which will be used to make funding recommendations for individual festivals and events for the 2004/05 financial year. The Subcommittee will evaluate festivals that did not previously receive an indication of two year funding by using the analysis process. This process has proven to be robust in measuring performance against, and fit with the policy outcomes. The process firstly considers the overall programme and how well it currently meets the Council's outcomes, and secondly, provides a means to manage the programme of events and festivals towards a longer-term strategy and ultimately the ideal picture of events for the city. This process will be outlined in detail with the funding recommendations which will be made to the Arts, Culture and Heritage Committee at their meeting in June.

Festival and Events Subcommittee

Recommendation: That this report be received by the Committee for information.

Chairman's

Recommendation: That the information be received.