

11. CHILDREN'S DAY 2005

General Manager responsible:	General Manager, Community Services
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PURPOSE OF REPORT

1. The purpose of this report is to advise the Board of the outcomes of the "Children's Day" at The Groynes 2005 community event, and make recommendations for future "Children's Day" community events.

EXECUTIVE SUMMARY

2. Christchurch City Council Community and Recreation Unit has co-ordinated "Children's Day" at The Groynes for the last five years, with funding support and assistance from the Shirley/Papanui Community Board. "Children's Day" itself is a nationwide promotion, intended to promote the importance of children and strong families throughout the country; and "Children's Day" at The Groynes has always been planned to coincide with National "Children's Day" as closely as possible (usually the last week of October).
3. The process of organising "Children's Day" at The Groynes 2005 was very similar to previous years, with the Community Recreation Adviser taking the role of Event Co-ordinator, and two Lincoln community recreation students being employed to assist with all aspects of the event organisation. A number of planning meetings were held prior to the event, involving local Community Board members, community groups and agencies.
4. The crowd attendance of approximately 3000 people at "Children's Day" 2005 was much less than previous years, with the weather being a major factor in this outcome. Despite the weather, all informal and formal feedback received from participants was very positive. For many participants the inclement weather provided some real positives – many of the groups providing information were able to talk with more people, for longer periods of time, and queues for activities were much shorter than in previous years. The presence of a number of government agencies providing information and generally promoting their services was significant.
5. There were a number of suggestions made to improve future "Children's Day" events, the two main suggestions being:
 - (a) Increased promotion, specifically with regards to signage on Johns Road
 - (b) Making sure the event has a postponement date in place in the event of bad weather.

Timing of Future Children's Day Events

6. In response to feedback from "Children's Day" event organisers from throughout New Zealand, the date for National "Children's Day" will be changed to the first Sunday in March each year. The two main reasons for making this change are to make the most of more settled weather patterns at this time of year, and to enable schools to be involved in "Children's Day" festivities at a time of year when they are less busy.
7. The flow-on effect of this decision is that there will be very limited promotion of National "Children's Day" in 2006, with the next significant National "Children's Day" promotion being planned for March 2007. There is general recognition from the National "Children's Day" co-ordinators that there is insufficient time to plan local "Children's Day" events for March 2006.
8. This change in timing for National "Children's Day" presents the Board with two distinct options for the "Children's Day" at The Groynes event:
 - (a) **Status quo** – continue to run this event during late October/early November, independent of National "Children's Day".
 - (b) **Change to March** – following the lead from National "Children's Day", change the date for this event to the first Sunday in March each year. This would mean the next "Children's Day" at The Groynes event would be staged in March 2007.

9. There are a number of positive and negative aspects to both of these options, which are explored in detail below. It is the recommendation of this report that the Board choose option (b) "Change to March".

FINANCIAL AND LEGAL CONSIDERATIONS

10. There are no financial or legal issues raised by this report.

STAFF RECOMMENDATION

It is recommended that the Board approve a change in date for the annual "Children's Day" at The Groynes community event from the last Sunday in October to the first Sunday in March.

CHAIRPERSON'S RECOMMENDATIONS

- (a) Promotion of the event should be increased, particularly in regard to signage on John's Road.
- (b) That "Children's Day" be held on the last Sunday in October 2006 at The Groynes.
- (c) The Board be advised what costings would be involved to consider a postponement date.

OPTIONS

11. (a) **Status quo** – continue to run the annual "Children's Day" at The Groynes community event during late October/early November, independent of National "Children's Day".
- (b) **Change to March** – following the lead from National "Children's Day", change the date for the annual "Children's Day" at The Groynes community event to the first Sunday in March each year.

PREFERRED OPTION

12. (b) **Change to March** – following the lead from National "Children's Day", change the date for the annual "Children's Day" at The Groynes community event to the first Sunday in March each year.