

#### 4. FESTIVALS AND EVENTS SUBCOMMITTEE UPDATE

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The purpose of this report is to inform the Council of the activities of the Festival and Events Subcommittee.

##### THE ALLOCATION OF FUNDING FROM THE INNOVATION FUND FOR 2004

In 2002 a contestable fund was established within the funding budget to provide for innovative new festival components. As part of the overall funding programme for Festivals and Events in the 2004/05 budget the Council allocated \$37,874 towards a contestable fund, for core funded and in-house festivals to apply for to contribute to new and innovative festival components. After consideration of the applications it was recommends that:

- \$20,000 be granted to contribute to the Christchurch Arts Festival's project "He Kororero" - a cross cultural, interdisciplinary project being created by Te Runanga o Ngai Tahu and the Arts Festival.
- \$10,000 be granted to the Christchurch International Jazz Festival's Jazz Jam Club at Creation nightly from 1-10 April 2005 which will enable young musicians to record their performances on CD to take away with them.
- \$7,874 be granted to the Christchurch Primary Schools Cultural Festival, Wearable Arts component and the development of 'live art statues'.

##### PRINCIPALS AND KEY ELEMENTS ESTABLISHED

Consideration was given to the list of principles and key elements the Council had established for use in the future for the allocation of funding to city festivals and events.

It was agreed that the following principles and key elements be established with the intention that they be incorporated into future funding processes:

- Equity between in-house and external events,
- Reducing political interference,
- Core funding integrated with other events in the city,
- Clear outcomes identified for each festivals and event,
- Achieving policy outcomes across the programme,
- Recognising/rewarding innovations,
- Recognising the stage of the lifecycle that festivals are in and funding at an appropriate level,
- Clear strategy developed and monitored with funding decisions linked to strategy,
- Integration with seed funding,
- Creating certainty around 'Signature Events' which have been identified for assured funding.

'Signature Events' are events that have the following characteristics:

- High quality within the area of activity involved,
- Add to the reputation of Christchurch nationally and internationally,
- Have significant economic impact on the city.

The following events were identified as currently belonging to this group:

- Showtime Canterbury,
- World Buskers Festival,
- Christchurch Arts Festival,
- Savour NZ,
- New Zealand Garden Festival,
- Starry Nights.

Two additional events, the International Jazz Festival and the Body Festival were identified as having the potential to become 'Signature Events'. The characteristics of potential 'Signature Events' are that they have the potential to become signature events but have not yet reached that level because either their quality is not yet high enough, reputation has not been sufficiently built up, or the scale is not yet sufficient to generate significant economic impact. These festivals may or may not ever make it to the 'Signature Events' level.

This category of event was identified at the end of the funding process. In 2004/05 staff will do further work on the development of the category and the possibility of changing the relationship with these festivals for the funding process in 2005/6.

#### **THE CHRISTCHURCH WRITERS' FESTIVAL - BOOKS AND BEYOND PARTNERSHIP WITH THE CHRISTCHURCH ARTS FESTIVAL IN 2007**

The Subcommittee initiated a closer relationship between the Christchurch Writers' Festival and the Christchurch Arts Festival. This relationship would enable the Writers' Festival to benefit from the marketing and other operational efficiencies that could be gained by being part of the larger Christchurch Arts Festival. The festivals have been able to work together to identify the best timing for both festivals to come together in 2007. The Writers' Festival will be providing an interim festival in 2006 to maintain and build on the success of the 2004 festival. This festival will enable the continuation of the development of a high standard of literary talent which will ultimately be part in the programme of the Christchurch Arts Festival in 2007 and beyond.

#### **FOUR SEASONS CONCEPT**

At its meeting on 16 July 2004 the Council resolved that:

*"The Subcommittee bring together the Garden Festival Trust, New Zealand Garden Festival Trust, The Garden City Advisory Committee, Dunkley's and other agencies to look at mechanisms for achieving a four season outcome in the festival and events programme and report back to the Arts, Culture and Heritage Committee."*

This meeting was arranged for Friday 3 September 2004 at the Provincial Council Building.

#### **HOST CITY INITIATIVE**

Staff are in the process of arranging a meeting to develop the concept of Christchurch as a host city to events. The meeting aim is to initiate a process to develop improved coordination and processes in order to provide outstanding experiences to visitors and residents attending festivals and events in Christchurch. The focus of discussion will be events and festivals in a broad definition, which would include conferences etc that provide profile for the City through either:

- Media exposure,
- Attracting visitors,
- Economic development - adding value to businesses.

There would be consideration given to the entire stay of visitors in Christchurch, rather than just the event itself. The meeting will be open to a wide group of people, from which it is envisaged a smaller working group will be established.

#### **Committee's**

- Recommendation:**
1. That the Christchurch Arts Festival be allocated \$20,000 from the Innovation Fund towards 'He Kororero'.
  2. That the Christchurch International Jazz Festival be allocated \$10,000 from the Innovation Fund towards the Jazz Jam Club festival component.
  3. That the Christchurch Primary Schools Festival be allocated \$7,874 from the Innovation Fund towards a Wearable Arts component and the development of 'live art statues'.