

CHRISTCHURCH CITY COUNCIL
NOTES OF A SEMINAR MEETING
OF THE CHRISTCHURCH CITY COUNCIL

BRIEF FOR EVENTS STRATEGY

Held in the Council Chamber
on Wednesday 8 March 2006 at 9.30 am

PRESENT: Cr Carole Evans (Chair), The Mayor (from 10.45 am), Crs Helen Broughton, Sally Buck (from 10.24 am), Barry Corbett, David Cox, Anna Crighton, Pat Harrow (from 10.40 am), and Sue Wells.

APOLOGIES: Apologies for absence were received and accepted from Crs Graham Condon, Bob Shearing and Norm Withers.

Apologies for lateness were accepted from Crs Sally Buck, Mayor Garry Moore, Crs Pat Harrow and Gail Sheriff.

IN ATTENDANCE: Stephen Hill, Alan Bywater, Richard Stokes, Emma Taurua, Kevin Collier and Chris Wallace.

Key: NFA – No Further Action

	ACTION	GENERAL MANAGER RESPONSIBLE	COMPLETION DATE
<p>1. EVENTS STRATEGY</p> <p>Alan Bywater introduced the topic and explained that the Events Strategy was considered a priority to be developed within the overall Strategy Map. The Creating Strong Communities Portfolio Group had considered the scope and issues to be addressed in this work. The seminar was arranged (in response to a request received in November 2005) to facilitate councillors' contributions for developing the Events Strategy Brief as part of the review process.</p> <p>Richard Stokes and Alan Bywater spoke to a power point presentation under four main headings:</p> <ul style="list-style-type: none"> • Snapshot of Current Activity • Issues around scope of Strategy • Issues to address in Strategy • Strategy Process <p>Topics covered included:</p> <p><i>Developing the Brief</i></p> <ul style="list-style-type: none"> • Festivals and Events Policy • Festival and Events Policy Monitoring 			

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<ul style="list-style-type: none"> • Events Strategy • Evaluation of Events Strategy 2000 • Community Events • Event Seeding Fund • Sports Events and Promotions • In-house Events • Summertimes • Core-funded Events • Core Funded • Events Marketing and Research • Events Booking and Liaison • Current Events Budgets 			
<p><i>Issues for the Events Strategy</i></p>			
<ul style="list-style-type: none"> • Which Events to Include? • Issues Raised by the Portfolio Group to be Considered • Overall Direction • Event Programme Direction • Funding and Investment in Events • Utilisation of External Sources of Funding • Promotion and Marketing • Encouraging Others to Provide Events • Events Industry Capacity • Events Strategy Issues • Strategy Process 			
<p>The following points were noted during the presentation:</p>			
<ul style="list-style-type: none"> • Purpose of seminar: To enable councillors to input into brief, and from there officers will commence the situation analysis. 	NFA		
<ul style="list-style-type: none"> • Sports events: Investigate opportunities for the council to be potential equity partners with profit share and stipulate terms to ensure events remain in the city for an appropriate/beneficial time. 	Alan/Richard	Stephen	Ongoing
<ul style="list-style-type: none"> • With reference to the “Events Policy Monitoring” graph, the questions asked of participants in the survey commenced with “For you personally, at what level do you consider the festivals and events contribute to your life-style.....?” 	NFA		
<ul style="list-style-type: none"> • It was proposed that the council establish what other events people may like, (both council and outside events i.e. rugby.) 	Alan/Richard	Stephen	Ongoing
<ul style="list-style-type: none"> • Are National, International and Oceanic sports events being sought for Christchurch? Currently funding is allocated out to 2008 which places constraints on the council securing events in the interim. It was agreed by consensus that the reallocation of funding may need to be considered. 	Alan/Richard	Stephen	LTCCP process

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<ul style="list-style-type: none"> In response to a question as to whether the Events Marketing and Research information is available to private operators as a saleable product, the staff explained that this information is primarily tied into monitoring. 	NFA		
<ul style="list-style-type: none"> Festivals: the process for coming to the council was queried. Usually a proposal / concept (with business plan) is put to the council when funding is sought. A sports body has to bid to an international organisation to bring an event to Christchurch – the council will assist where it can, and support such a bid. 	NFA		
<ul style="list-style-type: none"> Noted that the citizen’s level of satisfaction for festivals and events is rated at 96.5% currently. Now need to ask “how could we make it better”, otherwise not helping the council move forward. Staff explained that current monitoring is against community outcomes, and in the future will endeavour to use the research data more effectively. 	Richard	Stephen	Ongoing
<ul style="list-style-type: none"> Economic impact: It was explained that sports events are monitored differently from festivals. Proposed that in the future the two sets of data be presented side-by-side. 	Alan/Richard	Stephen	Ongoing
<ul style="list-style-type: none"> Events seeding is the first call for new proposals, which need to be well-prepared as they will be vying with existing events which are required to reapply each year. 	NFA		
<ul style="list-style-type: none"> Which Events to Include: It was agreed by consensus that “National” and “International” events be included under the heading, “Which Events to Include”. 	Alan	Stephen	Asap
<ul style="list-style-type: none"> Page 2 of this section, the “clip-on” concept was supported and it was agreed by consensus to add “link and co-ordinate with other events and organisation (such as CCFL etc)” i.e. identify within the scope of the Strategy other events into which the council can dovetail, rather than compete for numbers (e.g. rugby). Staff will be talking to the events sector outside the council. 	Alan/Richard	Stephen	Ongoing
<ul style="list-style-type: none"> Need to increase the number of visitors and participants to events in the city. It was agreed by consensus to include benchmarking with other cities as part of the brief. 	Alan/Richard	Stephen	Ongoing
<ul style="list-style-type: none"> “Festival” was identified as a <u>series</u> of events i.e Heritage Week, Neighbourhood Week, these will be part of the Strategy, and the Heritage Week marketing is to be revisited. 	Richard	Stephen	Ongoing
<ul style="list-style-type: none"> Promotion and Marketing. The CCM website needs updating urgently, and linking to tourism. 	Richard	Stephen	Asap
<ul style="list-style-type: none"> Encouraging Others to Provide Events: Regulatory process. Identify core role of the council to “enable” users to successfully access information and regulatory requirements and work through the process. 	Richard	Stephen	Asap
<ul style="list-style-type: none"> Reword third bullet point, “Coordination of <i>outside</i> events support and across the council organisation.”. 	Alan/Richard	Stephen	Ongoing
<ul style="list-style-type: none"> It was recognised that concerns raised about monitoring outside events would be covered by prudent 			

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management, conditions and monitoring under the bullet point, "Method of funding used by CCC".	NFA		
<ul style="list-style-type: none"> The question was raised, should the council continue to hold "free" events, or consider seeking donations and it was noted there is a council policy around free events. 	NFA		
<ul style="list-style-type: none"> Staff will consider a BIG FREE CONCERT with international stars at Jade Stadium. 	Alan	Stephen	Pending
<ul style="list-style-type: none"> Icon events – does not mean they will continue "forever". Measure "bang for bucks" against council input, and ensure rationale for council involvement is considered as part of overall direction. 	Alan/Richard	Stephen	Ongoing
<ul style="list-style-type: none"> Benchmarking and clear, consider KPI's sought. 	Alan/Richard	Stephen	Ongoing
<ul style="list-style-type: none"> Timeline It was agreed by consensus that the final strategy be in place by December 2006, to give certainty to the private sector, and avoid conflict with the LTCCP process. 	Alan/Richard	Stephen	December 2006
<ul style="list-style-type: none"> A new timeline will be brought to the Portfolio Group for consideration. 	Alan	Stephen	March/April
<ul style="list-style-type: none"> Tourism Strategy – this needs to be worked in tandem, and consideration given to undertaking the public consultation process in conjunction. 	Alan/Richard	Stephen	Pending

The meeting concluded at 11.40 am